Halloween Super Affiliate

Super Affiliate Coaching for Monster Profits All Year Long

Notice to all Beta Testers and Joint Venture Partners

As of today, 5/27/2010, the Halloween Super Affiliate core manual you are currently viewing is approximately 97% complete.

It is still in the process of being proofread and edited. And as such, you may encounter typos, grammatical errors and missing pieces.

Please be assured that it will be cleaned up entirely before its final launch date in June, but until then we will continue to upload newer versions as they become available.

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Dear Member of Halloween Super Affiliate,

Congratulations, welcome and thank you for joining the Halloween Super Affiliate team. Over the next 100+ days we will embark on a very exciting journey which will prove to be highly profitable while also being a whole lot of fun.

As I write this in the Spring of 2010, I am incredibly excited and it's because my favorite niche marketing arena is approaching — **Halloween**.

Halloween, especially Halloween costume sales, has been responsible for the hundreds of thousands of visitors who've been flocking to my Halloween costume sites, tens of thousands of costumes sold and thousands of AdSense dollars earned.

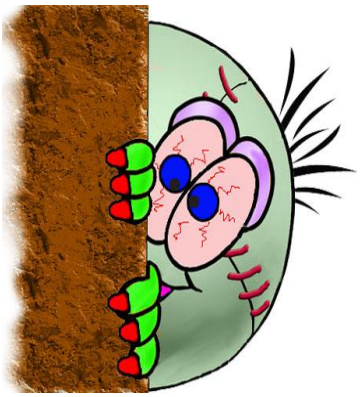
In the past few years I have launched several products for which I am quite proud: SEOPress Formula, Commission Ritual and Auto Content Cash. Being online tutorials, these courses have provided many participants with detailed blueprints to follow and ultimately obtain the results they were striving for when purchasing my materials in the first place.

Commission Ritual, in particular, was a smash hit not for the number of units it sold but, rather, for the number of individuals who were able to take my ideas and turn them into cash. As Commission Ritual was released in perfect timing for the Halloween rush, its Inner Circle membership jumped right into this ghoulish niche.

The excitement was thrilling. It was August and hundreds of Commission Ritual / Inner Circle members were accessing my Halloween marketing battle field. You see, I know just how much potential Halloween holds for newbie marketers, the more experienced intermediates as well as the so-called experts. As a matter of fact, that is where you will find me each year with my sleeves rolled up and ready for the major annual "costume" event.

I knew in my heart and soul that anyone can make money in the Halloween niche if he or she:

- Follows my blueprints
- Takes action
- Stays focused



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To my delight, I was able to find the time to follow my own Commission Ritual guidelines by taking action to launch a whole bunch of new sites.

Sure enough and just like clock work ... members of my Inner Circle began to report having traffic flowing to their sites and occasional sales. And this was only early September.

As Halloween began to draw closer, more and more members were reporting spikes in traffic and more sales trickled in. Once we hit late September, sales were flying in all directions for dozens of my Inner Circle members as well as my own newly created sites. Earnings of thousands of dollars were achieved by my members who had never before earned a single dime online.

Aidan Booth - Over $4,000 in Sales Commissions (image below)

Aidan Booth touring Budapest, Hungary

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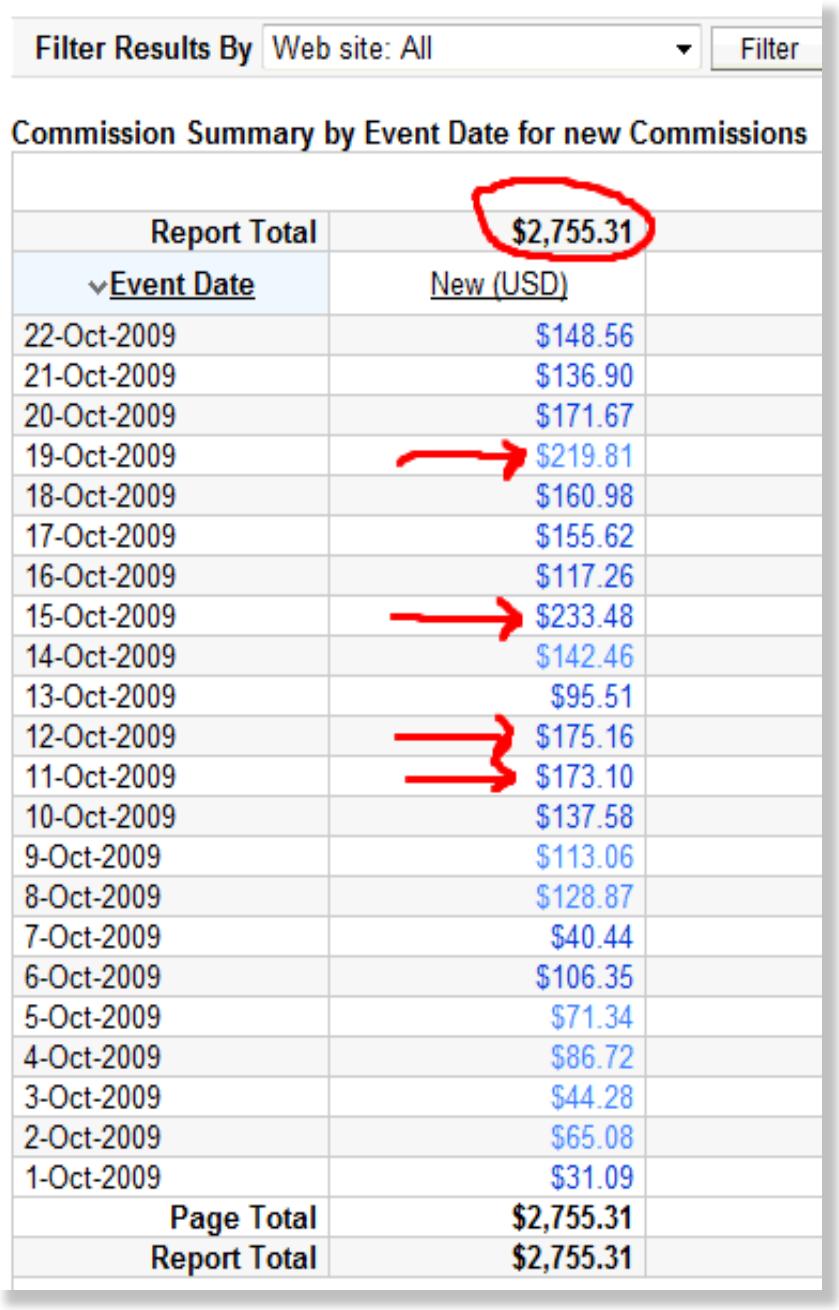

Filter Results By Web site: All Filter

Commission Summary by Event Date for new Commissions

Report Total	$2,755.31
Event Date	New (USD)
22-Oct-2009	$148.56
21-Oct-2009	$136.90
20-Oct-2009	$171.67
19-Oct-2009	$219.81
18-Oct-2009	$160.98
17-Oct-2009	$155.62
16-Oct-2009	$117.26
15-Oct-2009	$233.48
14-Oct-2009	$142.46
13-Oct-2009	$95.51
12-Oct-2009	$175.16
11-Oct-2009	$173.10
10-Oct-2009	$137.58
9-Oct-2009	$113.06
8-Oct-2009	$128.87
7-Oct-2009	$40.44
6-Oct-2009	$106.35
5-Oct-2009	$71.34
4-Oct-2009	$86.72
3-Oct-2009	$44.28
2-Oct-2009	$65.08
1-Oct-2009	$31.09
Page Total	$2,755.31
Report Total	$2,755.31

Costumes, Not Just for Halloween Anymore.

I should also mention that Aidan is now making year round costume sales.

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Frankie Allen - Made Over $2,200

Commission Summary by Event Date

Report Total	**$1,730.66**
Event Date	New (USD)
24-Oct-2009	$6.55
23-Oct-2009	$19.49
22-Oct-2009	$23.59
21-Oct-2009	$51.09
20-Oct-2009	$72.17
19-Oct-2009	$106.52
18-Oct-2009	$52.63
17-Oct-2009	$35.58
16-Oct-2009	$43.48
15-Oct-2009	$99.52
14-Oct-2009	$78.46
13-Oct-2009	$77.77
12-Oct-2009	$72.71
11-Oct-2009	$115.55
10-Oct-2009	$133.91
9-Oct-2009	$42.48
8-Oct-2009	$71.27
7-Oct-2009	$53.74
6-Oct-2009	$166.94
5-Oct-2009	$114.96
4-Oct-2009	$96.91
3-Oct-2009	$53.18
2-Oct-2009	$45.49
1-Oct-2009	$96.66
30-Sep-2009	$0.00
Page Total	**$1,730.66**
Report Total	**$1,730.66**

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Mike H. Florida

Mike has a highly demand career which keeps him away from the computer much of the time. Regardless, he was able to launch two sites and cashed in with over 60 costume sales. Not bad for someone with such limited time!

Countless Others Made Money for the First Time Online

These are just a few of the members who took action and made it happen. My Halloween sites brought in over $25,000 from costume sales and AdSense earnings.

About 65% of that income was based on the brand new sites that were just weeks old. And please don't forget that I was busy helping members and working on my other online endeavors at the same time. Had I been able to dedicate all my time to my own Halloween sites, who knows how much I would have made.

Last Year, Was the .... "Halloween Super Affiliate" Warm Up

What happened last year was no fluke. I have been making good money in the Halloween niche every year since 2003 because my methods are proven to be powerful and effective.

Fact:

Leveraging the course materials contained within Halloween Super Affiliate will enable many people to make windfalls of cash in 2010. And they will hardly believe the simplicity of the process.

Nothing in this course is out of your reach!

If you can send an email or slap up a page on Blogger or Squidoo, you can do this. As long as you believe in yourself and my course and as long as you are willing to take action by publishing content to the web, you will reach your financial goals. So, be sure that you are among those who are grossing in September and October of this year.

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Halloween Super Affiliate

This system was developed from the building blocks I've acquired through years of experience and with YOU in mind. It was designed to make you money as it has done for me, and it contains everything you need to succeed except, of course, webhosting and domain names for your sites.

Right now you have access to the exact blueprints I have been implementing for my own Halloween business. I will stay at your side every step of the way because, just like me, I want you to also have a piece of that 8+ billion dollar market share.

Massive Opportunity — Enough for Everyone

With that in mind, I want to make one thing crystal clear: there is plenty of "Google" real estate for all of us. Anyone who takes action and follows the plan prescribed within Halloween Super Affiliate will see results. You might think that this industry is oversaturated but don't. In actual fact, the opposite is true and that is why it's such a goldmine.

The online market provides incredible opportunities for all affiliates; big and small, as each can cash in. However, to realize your financial goals, you must believe that you can and will do it with my marketing plan for guidance.

YOUR *Super Affiliate* Journey ... Halloween Is Just the Beginning

Over the next 100 days or so we will set our minds in the true super affiliate mode:

- We will create a plan of action.
- We will implement our plan of action.
- We will focus on the prized end result.
- We will not allow anything to derail us.

While our marketing will focus entirely around Halloween, it is important to note that what you will learn here can easily be applied to any other online niche market. Just so you know, I use the very same strategies which you will master over the coming weeks

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to dominate webhosting, Internet marketing and many other non-Halloween markets. When you complete this course, you too will have the same capability.

Halloween Super Affiliate can be the very last product you every buy because this course along with its training webinars and the private mentor forum associated with it will give you more than enough direction and all the tools you will need to generate job-ending income.

Lifetime Membership — Halloween Super Affiliate

It should also be mentioned that you are now a lifetime member of Halloween Super Affiliate.

That means that when the time comes and I find the time to create and launch future versions of the Halloween Super Affiliate course, you will have free access to them all.

This is a very special moment and I would like you to pause for a minute or two and reflect upon it.

First of all, it is special because you are now in possession of an extremely powerful set of tools. Secondly, today you are entering into my marketing territory — my golden land of opportunity — a land where all that was promised will be delivered.

The Halloween niche has been proving itself for me time and time again since 2003 and it has substantially demonstrated that it is, in fact, a massive cash grabbing arena. I have honed my plan of attack with deadly precision for myself and for all my students.

I would hope that you will come along for the kill!

Drop your shortcomings, forget your past disappointments and turn your back on previous mistakes. Today is a new day that is perfect for turning over fresh leaves by giving Halloween Super Affiliate the chance it deserves and by allowing me to be your trusted mentor. Together, we will obtain bountiful outcomes.

Most of the online tutorials out there will never take you to the goal line or lead you on a moneymaking path because they promote methods that have not been trialed or proven to work. The truth is that their alleged creators merely brow techniques from here and

there without bother to ascertain their effectiveness and they shamelessly call the results a finished product.

The opposite is true with the Halloween Super Affiliate course.

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With Halloween Super Affiliate in hand, you are about to learn the methods I used daily to build my online empire and reach my personal online success. Each and every step of the way has been trialed over and over and has proven to be powerfully effective. And because I continually use them, each method is always current and in line with the latest Internet trends.

Indeed, some will succeed while others fail. But the greatest common denominator will be attitude, perspective and perseverance.

Applied over a reasonable number of sites, this system cannot and does not fail. In the end, it is you — the human X-factor — which will determine whether your attitude, perspective and perseverance will result in a story of success or failure.

When embarking on the Halloween Super Affiliate road …

Start Fresh:

Carry only those parts of your history which help you do better in the present. Discard parts which make you feel incapable or full of self doubt — throw away every "won't" and "can't."

This is a choice you can make it right now. So, decide to make this work for you and that whatever happened in the past has no bearing on it.

Only listen to those who send you the right messages. You will find the forum full of positive influences and you will find me there nearly every day, guiding you by pointing to the right direction.

By the same token, you may also encounter negative influences which will tell you that it can't be done, that it's broken and that it's too hard while bombarding you with a million other unnecessary worries that happen to plague them. Sadly, you may be surrounded by these naysayers every day. These are individuals who don't believe their lives and situations can be improved and they will stop at nothing to prove it to you.

Again, there is a choice to be made!

Deciding with whom to hang out and to whom to listen will determine who you become and what results you obtain.

I am here to mentor you. Keep the communication channel clear for receiving.

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Follow Instructions:

The ability to follow instructions without fully understanding *WHY* is one of the greatest accelerators of success.

All you need is the right amount of information and your education can be called complete. But how much is the right amount?

The amount that allows you to confidently take the next step.

Too much information will turn you into a scholar instead of an entrepreneur. If you're in it for positive financial results, then join my culture of action. Education will inevitably come along with it.

Be Patient:

Be patient with me and my Halloween Super Affiliate system as well as with yourself.

I am not perfect.

Despite trying my best to avoid them, I do make mistakes here and there because I am only human. Forgiving my blunders will ultimately help you advance toward your goals in the face of any adversity.

The system itself, however, is just about as perfect as it can be on any given day. But you can't expect to experience real results when half heartedly trying it out only once. You must give it a full throttle and work it fully with patience and perseverance. Then and only then you will see fruitful results.

And yourself? Just like me, you will have good days as well as bad ones. Sometimes you will feel more tired, sometimes less. Sometimes clear understand will come fast, sometimes not. Sometimes you will find yourself overflow with motivation while at other times you will find yourself utterly lacking it.

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Through all that, be patient! Your online business is your new baby, nurture it with a driving spirit until it grows big and strong. But always allow for setbacks, here and there.

The community you have just joined is now my "Halloween" community. It is one of taking action, making improvements and obtaining results.

Get excited — get in the zone. Allow me to be your guide until it has all become familiar territory. Permit me to help you create a financial empire.

Best,

Brian G. Johnson

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Halloween Super Affiliate - The Affiliate Program

Make $235 per Sale

info here.

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Contents

Halloween Super Affiliate - The Affiliate Program 15
Why So Many Fail — Intro to Smart Internet Marketing 19
Becoming a Super Affiliate 21
Rome Was Not Built in a Day 22
Short & Long Term Goals, Priorities 23
There Are Literally No Limits to Learning ... Focus On What Is Most Important 24
Brian G. Johnson's Golden Rule of Internet Marketing 25
Halloween — Massive Traffic That Converts 29
Niche Economics and Halloween Marketing 30
Proper Planning 31
Google AdWords Tool to Evaluate Potential Target Search Terms 33
Target Keyword Phrase Criteria to Consider 34
Micro Niche Finder Users: 38
Brainstorming Ideas & Keywords — Go to the Source, BuyCostumes.com 39
Keyword Phrases, SEO & Domain Name Strategies 40
Using Needed Tools — AdWords Tool, Trends Tools & Micro Niche Finder 42
Additional Keyword Research & Google Sites to Use 44
How to Predict the Break Out Costumes Prior to the Event 47
Super Affiliate SEO Ranking Guidelines 48
Essential Business Tools 49
Setting Your Name Servers 50
Setting Up Your Hosting Account - Add-on Domains 52
WordPress Overview / Why WordPress & Benefits 52
WordPress - Super Affiliate Style (How to Tutorials) 54
WordPress - FlexSqueeze Theme 60
WordPress Plug-Ins 65
Super Affiliate SEO Mojo & Traffic Domination 68
The Dance - Show Google Your Site Deserves the Ranking 69
The Homepage Linking Mojo Method 69
Linking & Trust Rank Factors 71
Immediate Goal of the SEO Super Affiliate 72
Additional Traffic Streams, Google Images, Yahoo & Bing 76
Phase One: The Mini Site Strategy 78
Super Affiliate Phase One & Two Overview 78

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It's Not About the Page Rank (Time, Trust and Growth) 80
The Super Affiliate Two Phase System: Proven, Effective & Works 81
Any Market, Any Niche (Affiliate Sales or AdSense Income) 81
Three Month Goals & Creating Your Plan of Attack 82
Launching Your First Batch of Sites 83
Phase Two: The Authority Site Strategy 87
Mini Sites and Authority Sites Are Effective 87
Long Term Strategy 88
Homepage Linking Mojo Part Two – Authority Mojo 88
Syndicating Video for Massive Exposure & Links 89
The Power of Video 90
Point & Click Video Creation Sites 90
Uploading Tactics 91
Addressing Common Concerns About Videos 92
Creating Authority and Key Points to Remember 96
The SEO Mojo Link Building Strategy 97
Again, Great Rankings Are Made Up of the Following 97
Methods to Push Ranking While Staying Out of "Google" Trouble 98
Variety of Sites 99
Link Growth 99
Quality of Links Over Quantity of Links (Google Especially) 100
Mojo Link Building Step by Step Action Plan 101
The Link Building Plan of Attack 102
Mojo Monetization 108
Structure of an Optimized Page / Post 109
Commission Junction & Adding Sites (CJ.com) 110
Working with AdSense 112
Business Tools 114
Webhosting Options 114
The Bonus Offer — Backlink Flood Course 115
Recommended Hosting Companies: Shared, Resellers & More 116
Domain Names: DomainCheapsters.com 116
Free Business Tools 117
Firefox – The Marketers Browser of Choice 117

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Aaron Wall's Rank Checker 117
Rank Reporter 118
Sites / Personal Data Spreadsheet 118
Becoming a Super Affiliate 118
Webinars – Schedules, Playback, Ect … 120
The Forum …..... 120
Your Mindset During the Halloween Super Affiliate Program 121

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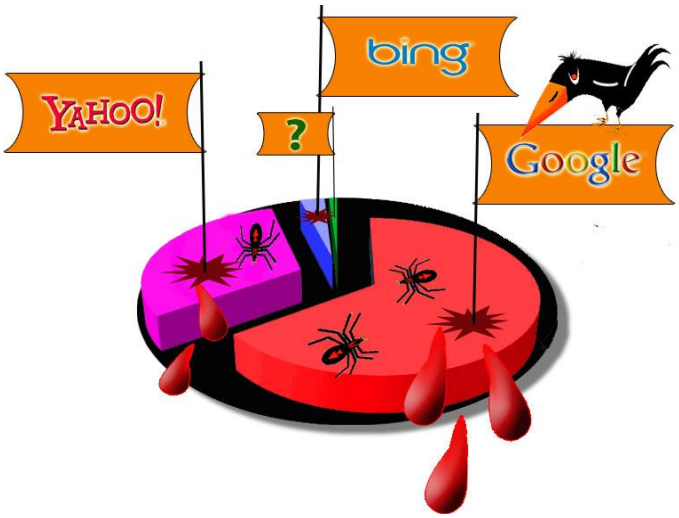
Why So Many Fail — Intro to Smart Internet Marketing

Insight to Google Search Traffic



Statistics show that about 375,000,000 individuals research the World Wide Web on a daily basis. Roughly 65% or 243,750,000 of them use Google search engines, 31% or 116,250,000 use Yahoo, 3% or 11,250,000 use Bing and the left over 1% or 3,750,000 of Internet users search via miscellaneous other engines.

As you can see, Google is by far the most powerful search engine and it thus sets the tone for the overall online searches. To enable you to target a significant and most lucrative portion of online searches, you must attain a clear understanding about how searches are performed predominantly in Google and, most importantly, how the buying processes begins and ultimately ends.

To do that you would need to penetrate its brain:

A. About 60% of the searches are related to non-commercial search terms and they are performed by individuals who are seeking information rather than to buy anything. We will, of course, not target them.

B. Approximately 25% of the searches are based on commercial search terms and they are performed by individuals who are looking for products and/or services. These seekers may buy something later on, but for now they are simply looking. As they are in the very beginning stages of the buying process, it may not be so easy to convert them to actual buyers.

   Typically, these individuals do not yet know exactly what it is that they want to buy and so their searches tend to be quite abstract and general. Completing a sales transaction with those who do not know what they want or need, is nearly impossible.

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C. Roughly 5% of all the searches are performed by individuals who have already made up their minds about what it is that they want and/or need. They are thus at the end of the buying process and ready to make a purchase.

Often, these individuals use product names or model numbers when searching and they may also use "buying words" in their search terms — words like "free shipping," "discount," "cheapest," "bonus," and so on. These individuals are quite easy to convert at rates as high as 10% or more.

With this rather smaller but most profitable demographic group, our potential to make great deals of money becomes a sweet reality.

The Buying Trail

1. Multi-million dollar opportunities through countless online consumer transactions and you can divert large chunks of them straight into your pocket.

2. We target products and/or services which are most desired by consumers and which offer "affiliate programs" for us to tap into.

3. The ultimate buying process begins with the Google or other search engines.

4. Consumers arrive at your site because you targeted terms that relate to product and/or service which they need and/or want.

5. As soon as the visiting consumers land on your site, they know they're in the right place because we focused on the exact product and/or service they are seeking.

6. The visiting consumers convert to buyers because you gave them what they wanted and/or needed.

7. The visiting consumer has been successfully convinced to make the purchase by accessing the merchant site and completing the buying transaction.

8. The money rolls in.

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Becoming a Super Affiliate

When it comes to making money online, you would have a very hard time convincing me that affiliate marketing is not the **absolute very best way to get started**, especially when the core focus is FREE traffic. This is exactly what I am going to teach you over the coming 100+ days. By early October you will have the complete skill set to easily launch sites and drive free traffic to affiliate and CPA offers, to build a list and to make money with AdSense type sites.

Besides, I know of no other online opportunity that carries so much potential for making huge amounts of money without first having to spend oodles of it. This is how I got started years ago and it continues to make sense because it requires only the following expenditures:

- Domain Names (very cheap)
- Webhosting (even cheaper)

Here Is the Good News

Everything you need to succeed over the coming weeks and months is contained within the product you just purchased, minus domains and webhosting. You have the themes, the link building network, Micro Niche Finder and much more. Furthermore, my SEO strategies are proven to be effective and the timing is impeccable as the Halloween buying frenzy is just weeks away.

Those of you who are just getting started should have no problem whatsoever earning back the $499 you spend on gaining access to Halloween Super Affiliate. Those of you with a bit more experience ...

Well, for you the sky is your limit. My goal this year is to make $50K plus and it is one which is very achievable. Last year I earned over half that amount but I've been planning my assault ever since.

As it is not my style to hold anything back from my students, you have my entire battle plans to use as your own and achieve your online success.

As we get started I want you to review the following list of words:

- Become
- Get
- Journey
- Learn
- Work
- Goals
- Focus
- Prioritize

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Video 1: Becoming a Super Affiliate

Rome Was Not Built in a Day

Halloween Super Affiliate is about learning, coaching, finding mentors, supporting your own efforts and fellow members', and enjoying the journey these few months will bring.

Before you get started, expect that your Halloween marketing campaign will not be perfect. Know that you will most likely make mistakes and also know that you should try to move beyond them to continue learning and to have fun in the process.

I ran into several problems during Halloween last year and, quite honestly, I run into problems all the time because things are rarely perfect. In spite of that I had a great time during the season and made fantastic money. You can do the same exact thing if you only give yourself a break while heading toward the realm of *supper affiliate*.

> *As they say, "Rome was not built in a day" and your journey to becoming a Super Affiliate will take some time as well.*

I have been practicing the art of affiliate marketing now for about ten years. It has been a long journey for me but I still continue to learn, practice and study. I find the process enjoyable, especially since it also allows me to make money as an SEO affiliate. Lastly, this constant state of learning is reflected in the products I create and produce. If you are just getting started then you need to understand that this will also be your journey — a journey that has the potential of providing all that you've ever wanted and then some.

Anticipate that everything will be hard before it becomes easy. I encourage you to post any questions and / or problems to the forum where members are happy to help one another and where I visit just about every day. And while you're there, you might be able to assist someone else or to simply share ideas, issues or challenges.

If you begin to think ...

> "I cannot do this."

Simply add the word "yet" to the end of that sentence and move on with your day.

It should be noted that if you want to make thousands of dollars over the coming weeks and months then you will have to exert some effort and work. You will never see a picture of me at the beach "cashing in." I believe that such images and sales

messages set people up for disappointments. But since becoming a super affiliate can and does provide many fantastic rewards, it is well worth the effort.

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Short & Long Term Goals, Priorities

Take the time right now to create several goals for yourself. A, an excellent timeline for a short term goal would be October 1. You may have a goal of making some money, learning to launch sites or dominating Halloween to make tens of thousands of dollars. The goal itself is not so important. What is important is that you create a goal and alongside of it a plan of action that will allow you to achieve it. I usually set short term goals for myself as well as long term ones. Think about what you it is that you want to get out of this program and Internet marketing. Write down your goals as well as your action plans.

All that you need to be successful this Halloween and beyond is within this HSA course. However, you must stay focused on your goals and plans of action. Time and time again I have seen would-be or want-to-be super affiliates losing track of their goals and sight of their plans of action. The results in such cases are nearly always the same:

It takes them much too long to reach their goals, if they ever reach them at all.

Setting priorities is also critical to your success. You must have heard the need to "take action" countless times and from innumerable sources.

Yes, taking action is paramount. But to truly get what you want out of life, marketing and online business; you action must be prioritized.

Priorities: Following the actions listed below Will Give You the Results You Are After.

1. Launching Sites
2. Adding Content to Sites
3. Building Links

Your online income depends on these actions.

What the Mind Can Believe ... It Can Achieve

In a matter of minutes we'll be getting into the marketing stuff, the WordPress geek-speak and the means by which to make money this Halloween. Before jumping into the affiliate marketing mojo stuff, let me impart a few words of encouragement.

You MUST believe in yourself, the HSA marketing methods you are now following, your coach and mentor who would be me, and your own ability to ability to take action and succeed!

> **Napoleon Hill:**
> "What the mind can conceive and believe it can achieve."

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One of the most influential books over the last one hundred years has been Napoleon Hill's classic, "Think & Grow Rich." While the title sounds trite, its message is quite powerful and one of its core concepts calls for thinking positive and having goals.

Before we move on, I invite you to watch the following 7 minute video:

http://www.youtube.com/watch?v=2hA-7aq6OXI

There Are Literally No Limits to Learning … Focus On What Is Most Important

Video 2: Your Mindset, Focus, Goals, Plan of Action & Priorities

Simplicity Wins the Day - Especially When You Are Starting Out

I like to keep my Internet marketing methods as simple as possible. When it comes to making decisions, I do not dwell, over analyze or wobble. I take action and moving forward.

In fact, I personally believe that far too many marketers waste too much time and energy on attempting to understand every detail of every aspect of their Internet marketing. This is a mistake that is often responsible for missed opportunities for success.

Example: Flying on a Jet Airplane

When travelling by plane, do you know just how it works? I mean, exactly how does that big thing get up into the air and whisk hundreds of people from one destination to another?

Do you have a clear understanding? Can you really explain it to me?

Most important, does it really matter when you travel?

The answer, of course, is that it does not really matter to you personally. All that should matter is that it does.

The same could be said for Internet marketing, SEO, HTML or PHP code, etc.

In time, you will learn the "how" and "why." But for now when getting started, just do it. In fact, taking action and doing will intuitively fill in the answers.

I have been lucky not to have made this mistake in the past. While I spend time learning how to improve Google site rankings because those are important to my overall

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earnings, I get the heck out of the way of things like graphics, special coding and other technical issues that would otherwise slow me down.

Let me go on the record with you right now ...

I am terrible at many, many facets of Internet marketing:

- PPC (sucky at best)
- Graphics
- Grammar and spelling.
- CPA
- Dreamweaver
- Coding

The flip side of this confession is that I focus and stay on top of the elements which are critical to my success. I study Google, SEO, link building, issues related to content and so on. As we move on through the course, you will find that my methods are quite straight forward and easy to implement. I implore you not to over complicate them.

Anything you will learn about Halloween marketing over the coming 100+ days can be applied to any online market. The methods are exactly the same — it's just a matter of switching out keyword phrases.

One of the things I have always focused on (and you should too) is understanding the actual aspect of **marketing**. This is what is most important because it is, after all, affiliate marketing we are working on; not affiliate web-mastering or affiliate I.T.

Video 3: Keeping Your Education Simple — Prioritizing Your Efforts

Brian G. Johnson's Golden Rule of Internet Marketing

Find what people want or need and give it to them.
Focus only on products and services that sell well online.
Keep your sites simple, clean and concise by leveraging affiliate text links.

While the above statement or golden rule sounds like a no brainer, **most people get it completely wrong** and then, of course, struggle to make money online. As mentioned previously, I feel (and teach) that the best way to get started is by combining the power of SEO and affiliate marketing.

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So, we will create websites targeting various product driven keyword phrases which will in turn funnel traffic to merchant sites via affiliate links. Although it's a dead simple process, this is where most individuals mess up because they fail to target keyword phrases or target the wrong ones. And then they hope to make money from affiliate sales.

Hope will not do it and neither will most keywords phrases that are found online by using various keyword tools. We will only target a very small percentage of online buyers. You see, people use the web to research products and/or services and then they sometimes end up buying. We need to hone in on the buyers and the process begins with actual keywords they are using.

Some web surfers know exactly what they want and this is where the best affiliate conversions are. Their searches would look like this:

- infant fairy costume
- men's plus size devil costume
- girl's cute witch costume dress

These three example search terms are very specific. These individuals are not just looking for a fairy costume but an infant fairy costume, not just a devil costume but a men's plus size devil costume, not just a witch costume but a girl's cute witch costume

dress. It's important to note that the terms listed above tell us exactly what the visitor wants and/or needs and I can then structure my site(s) to accommodate that and the conversion rate would be attractive.

However, if the search term was "Halloween costumes," the conversions would be much, much lower as these web surfers really do not yet know what they are after. Do you see the difference? 90% of the sites which I launch target very specific search terms. There are some exceptions to this rule and they will be covered in the coming pages.

Video 4: Golden Rule of Internet Marketing

Back to Targeted Terms & Giving Visitor What They Want and/or Need

Highly targeted and specific search terms will always lead to higher conversions, although the actual traffic volume is usually lower. Sites which I launched targeting very specific types of costumes converted extraordinarily. While the industry averages are around 1% - 2.5%, my best performing sites converted as high as 7.92%.

In the spring of 2009 I heard that a new Star Trek movie would be coming out. I also heard that this film would feature original characters which had been created by Gene Roddenberry years ago.

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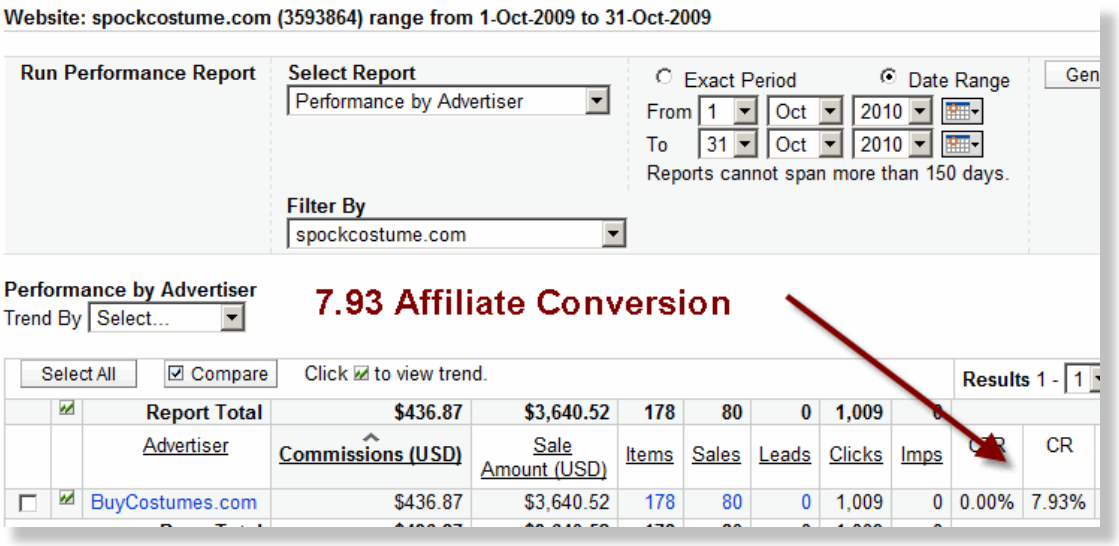
I did some research and was able to acquire: **SpockCostume.com**. Several months later a newsletter from BuyCostumes.com featured characters from the new Star Trek movie and I knew I was heading in the right direction.

By October 31, this is what my tiny one page Spock site had produced:



Looking closely, you can see that Spockcostume.com drove only 1009 clicks during the entire month of October (about 30 clicks daily). Yet the site still made $436.87 in affiliate commissions. It's impressive to see just how many people purchased — nearly 8% of my site visitors.

Granted, $436.87 is certainly not a job-ending income. However, you need to keep in mind that this was just one of many sites which generated this type of income. Furthermore, this site was launched with just one article plus privacy and endorsement policies. It took my assistant Hanna less than two hours to put it online and she had never heard of WordPress or affiliate marketing prior to April of last year. I simply purchased the domains and she ran with it.

SpockCostume.com - A Great Example of Giving Customers What They Want and/or Need.

This website looks good, has a clean outline and anyone searching for a "spock costume" knows they have come to the right place the instant they land. Google AdSense is listed on the site, but its integration is very clean and most visitors are not even aware that ads are there.

Please note that there are no banners, no web 2.0 buttons, no "print out this page." In other words, there is no extra stuff that gets in the way of what the searcher / buyer wants and/or needs. Text links and very few product images are all that is needed in order to convert visitors into buyers.

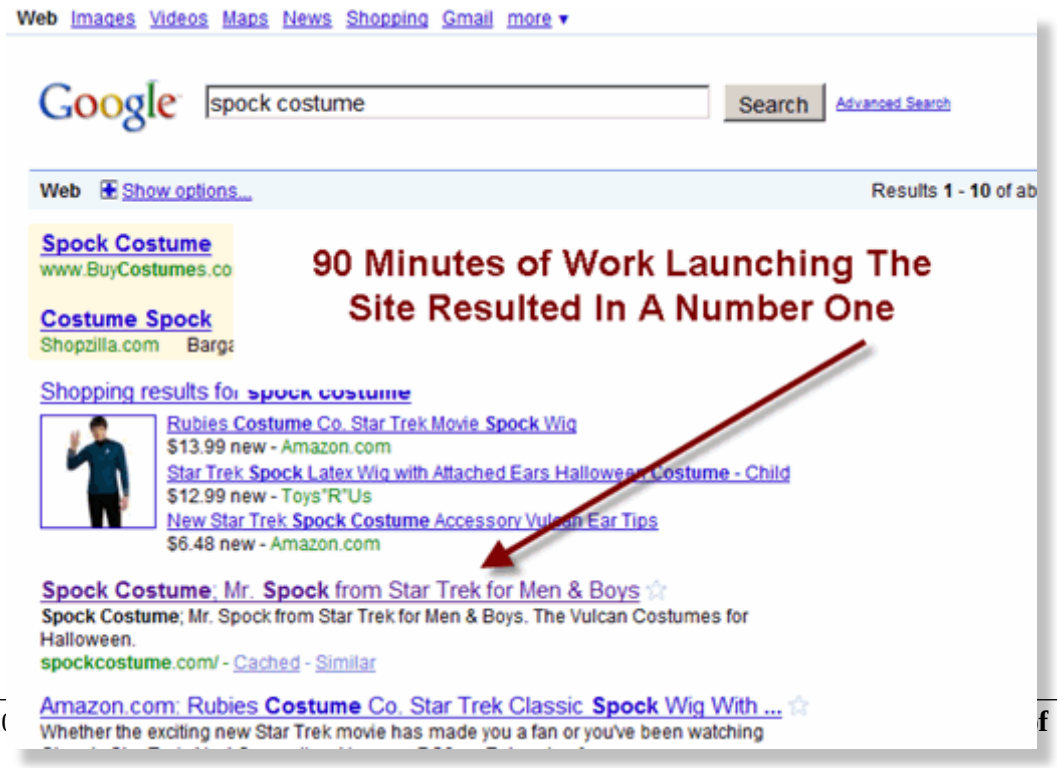
This brings us to our first Super Affiliate guideline:

When Linking to a Merchant Site, Only Use the Following:

- Text Links
- Product Images
- AdSense That Is Well Integrated (no image ads)

I have to mention here that highly targeted keywords or search terms are far easier to rank for and this is especially true when leveraging keyword domains. I launch "Spock" and was pleased to see that it went straight to number one.

This is the power of forward thinking — keyword domains and very targeted terms.


Web Images Videos Maps News Shopping Gmail more
Google
spock costume
Search
Advanced Search
Web
Show options...
Results 1 - 10 of ab
Spock Costume
www.BuyCostumes.co
Costume Spock
Shopzilla.com
90 Minutes of Work Launching The Site Resulted In A Number One
Shopping results fo
Rubies Costume Co. Star Trek Movie Spock Wig
$13.99 new - Amazon.com
Star Trek Spock Latex Wig with Attached Ears Halloween Costume - Child
$12.99 new - Toys"R"Us
New Star Trek Spock Costume Accessory Vulcan Ear Tips
$6.48 new - Amazon.com
Spock Costume: Mr. Spock from Star Trek for Men & Boys
Spock Costume; Mr. Spock from Star Trek for Men & Boys. The Vulcan Costumes for Halloween.
spockcostume.com/ - Cached - Similar
Amazon.com: Rubies Costume Co. Star Trek Classic Spock Wig With ...
Whether the exciting new Star Trek movie has made you a fan or you've been watching

Important! My Fantastic SEO Ranking (Google Is Not the Only Traffic Source)

Nothing beats ranking number one in Google, except lots of affiliate sales and high conversions, of course. Most of my sites ranked between #5 and #15 on Google last year and, as you already know, I made a massive killing. This year I will do a whole lot better.

My goal was NOT TO GET SITES to the number one position in Google but, rather, to get most of them listed in the top twenty. Actually, many of my students last Halloween surpassed my rankings for certain search terms. Because I had launched so many sites, however, I did extremely well by selling over 1,400 costumes during the months of September and October.

Needless to say, there are many, many sources from which traffic arrives to websites. When it comes to Halloween costume sales and since costumes are so visual, many people use Google Images for their searches. Thus, many of my "images" displayed in that search engine as well as in Google, Yahoo and Bing.

The moral of the story is this, if you launch one or two sites and you cannot find them in the top pages of Google, not all is lost. Sales will be made based on search terms which you are not even aware of, different traffic sources other than Google and so on and on.

Stay focused and continue launching sites according to the phase one battle plans and you will find yourself in a much stronger position for cashing in next year, the following year and every year thereafter.

Expect that the sites which you launched this year may do OK at best. The good news, however, is that if you follow my SEO strategies your site ranking will improve over time. As you build more and more links, those rankings will improve even further.

Video 5: Give Them What They Want Example: SpockCostume.com

Halloween — Massive Traffic That Converts

To this point I have emphasized the importance of retaining the right mindset and I have shared my Golden Rule of Internet marketing. These will help you weed out most search terms because they are too broad and fail to designate what the searching individual is really looking for.

After all, how can you give them what they want and/or need when you do not know what that might be?

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Halloween and Christmas are dens of powerful opportunities because they have hundreds of thousands of finely targeted search terms which result in great conversions and earnings. Over the last few years some of my sites averaged over 3,000 unique visitors per day.

You might think that we will all be competing against one another and to a certain extent that may be true. However, we need to remember several things:

- There are ten positions on each page of Google.
- There are thousands of potential costumes ideas out there. Last year some of my past students came up with costume ideas I would have NEVER myself thought of!
- There are dozens and dozens of keyword modifiers that can be added to search terms which will multiply the number of keywords available.

Please do not cloud your mind with thoughts of negative issues like these. Instead; take action, stay focused and follow through to reap your due rewards.

Niche Economics and Halloween Marketing

Just how much money can I make this Halloween? This is a question many of you will be probably asking this summer. How much you make will be directly correlated to how much traffic you drive and then how targeted that traffic is.

Halloween pays off good dividends because of the massive traffic that is present from mid September to mid October. However, commissions average around 10% and the average customer spends about $75. Such a sale would result in an affiliate payment of around $7.50. With average affiliate conversions being around 2%, you should see earnings of about $10 to $15 for each one hundred clicks you send to your merchant partner.

Note: This is not $10 to $15 for each 100 visitors to your site but $10 to $15 for each 100 visitors you send to your merchant partner.

In order to earn thousands, you will need to drive many thousands of clicks or visitors. That might seem like a bit of a challenge but remember that this market attracts massive traffic.

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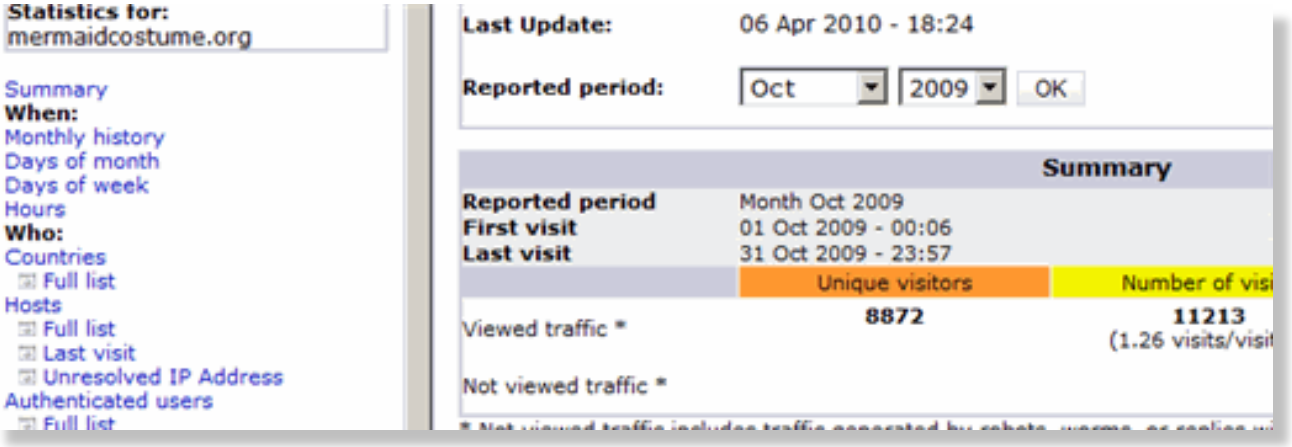
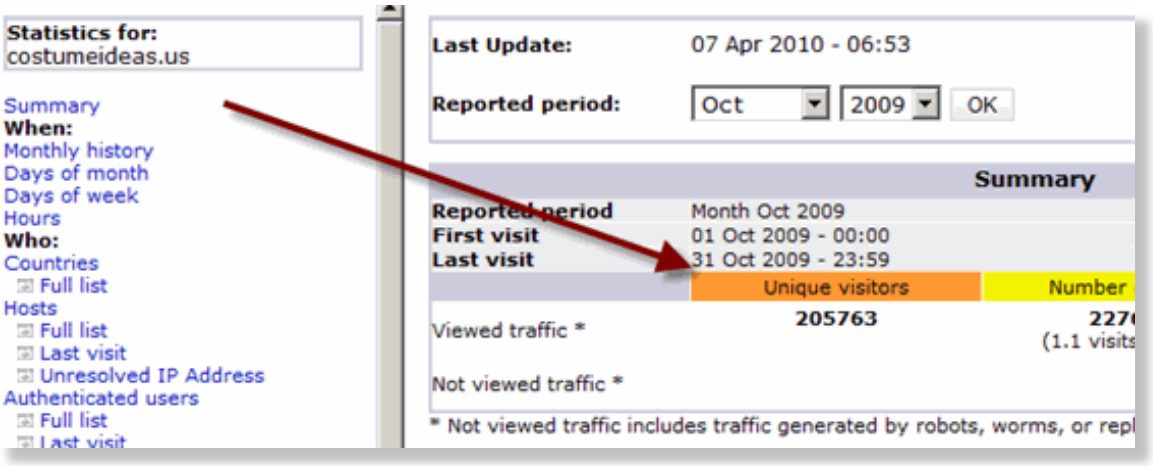
Below you will see a record of the traffic at one of my Halloween niche sites — MermaidCostume.org:



8,872 unique visitors for a small, five page site during October of last year!

Bigger authority type sites can drive hundreds of thousands of visitors:



Just note that in order to make great money, you need to have the capability of pushing lots and lots of traffic online.

Proper Planning

Having a plan and sticking to that plan is critical to any successful business venture. It is also imperative that you give yourself the opportunity to achieve success in the actual goals you set.

If you are just getting started and have never used WordPress (the site-building system we will use to move forward) or you have never launched your own website, then your goals should allocate sufficient time for learning it.

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WordPress is not hard and anyone who is willing to learn can conquer it. But it will take some time to get it up and running.

If you are more advanced and have had experience with WordPress as well as making money online, your goal might be to make thousands of dollars which is terrific. Just be sure to have a solid plan of action which will help you reach that goal.

Your action plan should include the number of articles to publish as well as the number of domain names (websites) to leverage. Remember that domains are powerful SEO tool that facilitate Google rank much more effectively than using terms which are not listed within domain names.

If you can only afford ten domain names (sites), then you should plan to add a greater number of articles to each of them than you would if you were to launch 100 sites (domains).

Video 6: Your Plan of Attack & the Amount of Content You Publish

Traffic & Earnings Start Here: Super Affiliate Keyword Phrase Criteria

The keyword phrases you decide to target will greatly affect the following:

- Your site rankings
- The traffic your site attracts
- The Affiliate sales your site generates
- The AdSense income your site produces

In short, the keyword phrases you choose to target will greatly affect how much you make and how soon you make it. You can rank for just about any phrase if you utilize the methods taught in the Halloween Super Affiliate coaching program. However, the

competitive aspect of a phrase will affect how quickly it ranks and how much traffic it drives. This is where you need to understand how certain essential factors will come into play.

If you need to make money sooner before later, you should target keywords with little competition. While such phrases may not make you tens of thousands of dollars, they can make you hundreds of dollars and their associated sites will take you but a few hours to create.

It is totally realistic and completely possible for you to launch five, ten, fifty or more small sites which target phrases that are not overly competitive to earn great money in the coming months.

You may also want to launch a few sites this year with the long term goal of achieving great rankings in the coming years. This way you would be putting time to work for you.

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Keep in mind that the following keyword criteria can be used for any niche and in any online market.

Google AdWords Tool to Evaluate Potential Target Search Terms

We will use the data that is provided by the Google AdWords Keyword Tool. In spite of the fact that this site provides information and data for PPC users, much of it will be very helpful to use as well.

Statistics available at the Google AdWords Keyword Tool consist of search terms (obviously), monthly search volume estimates, CPC estimates and competition in the form of a green bar. Please see image below.

Keywords	Advertiser Competition	Local Search Volume: March
Keywords related to term(s) entered - sorted by relevance		
costumes		11,100,000
halloween costume		1,830,000
kids costume		450,000
spiderman costume		90,500
batman costume		165,000
costume party		246,000
toddler costume		301,000
pirate costume		201,000

When evaluating search terms which are generated from the AdWords Tool. Note advertiser competition because common sense tells us that advertisers would not be paying for traffic unless it makes them money.

Important: *As these are only estimates, this data should be taken with a grain of salt.*

Over the last several years I have had the pleasure of coaching many online marketers and I have discovered that keyword tools seem to be common issues. I have tried to explain to them as I am now explaining to you — any keyword tool online today can only provide estimates.

Since we're dealing estimates, you should expect different results in one search tool to the next. Even some of Google's own search tools (AdWords Tool and the Google SK Search Tool) often times return different results. Nevertheless, when used rationally these tools can provide solid guidelines which are only to be viewed as just that — guidelines.

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Video 7: Understanding Keyword Phrase Criteria & AdWords Keyword Data

Target Keyword Phrase Criteria to Consider

- **Number of Keyword (2 - 4 per phrases)**
  The number of keywords that are present in a target keyword phrase will, to some extent, determine how competitive the phrase is to rank for. While two word terms will always (or nearly always) draw more traffic, they are also much harder to rank for as the chances of the phrase showing up on many web pages is much greater than, say, a four word phrase.
  For this reason I tend to focus on three word phrases as they represent the sweet spot. During Halloween, however, ranking for two word phrases can be fairly easy but that also depends on the popularity of the term.

  For example, more websites would include the phrase "vampire costume" that "Popeye costume." Thus, "Popeye costume" would be a great two word phrase to run with.

- **Can Easily be Incorporated into a Sentence**
  Any phrase you pick should be easy to incorporate into a sentence. This will further qualify that the keyword phrase that you are using is actually being searched for by potential customers.

- **Based on a Physical Product and/or Service that Sells Well Online**
  We'll create sites and online pages about product and/or services for which there is a hungry audience of buyers. Thus, it is important to target products and/or services that sell well on the Internet.

This can be done by checking Amazon.com for user reviews. If the product about which you are thinking of creating a site has more than five user reviews, you can be sure that it sells well online.

Another way to gauge sales is to head to eBay and search for the product. If the said product currently has more than five bids, then you can be sure that it sells well online.

When talking about Halloween costumes, you can be sure that they sell well online because of my past experience.

- **Number of Pages Indexed by Google for the Given Target Keyword Phrase**
  Within the context of my previous courses I have always given an exact number of indexed pages to look for. However, here I want you to make your own

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decisions. Understand that more pages indexed will usually mean harder to rank for and that anything less than 5 million results is not too terribly competitive most of the time.

It is not so much the number of pages that are indexed for a particular search term that are important but rather the actual number of sites which are trying to rank for the same phrase. Studying other elements such as user generated content will help you make a more informed decision.

- **Monthly Search Volume for the Given Keyword Phrase (Broad)**
  This is another example where in the past I have given specific numbers such as "a minimum of 3,000 monthly searches." However, many factors go into deciding what is a reasonable amount of traffic. If you are selling webhosting and can make $100 per sign up, then a 750 search volume could generate the same income as a 25,000 search volume for selling costumes.

  I usually try to stay above 3500 or so with the monthly search volume set to "Broad." But it is important to also look at the affiliate payouts and/or the estimated CPCs (Cost per Clicks) and to remember that a lower search volume is fine if the term has high payouts and/or CPCs.

- **Estimated CPC for the Given Keyword Phrase**
  Once again, we're faced with a decision that is based on a number of factors. I usually try to stay above one dollar for CPC. When it comes to costume sales, CPCs are often below a dollar but that's OK because the traffic level is so very high that it compensates for the low payouts.

- **User Generated Content in the First Forty of Google**
  As mentioned above, when assessing the competitiveness of a search term, looking at indexed pages with similar keyword phrases is a good start. But that will not really tell the whole story, especially about how hard it will be to rank.

  Instead, look at the top forty results in Google and identifying sites that are based on user generated content. This will give you a clearer picture about the difficulty

  or ease of ranking for a given phrase. Below I have included a list of user generated websites.

- **MNF SOC Score Under 100**
  Micro Niche Finder offers a built-in strength of competition score which is labeled SOC for short. Any search terms with competition less than 100 can also be used for analysis. When I personally launch niche sites, this is the only criteria I look at because it returns reliable data. I also know that it is only a matter of time before I am able to rank for any given phrase and then to drive traffic.

Video: 8 Target Keyword Phrase Criteria

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User Generated Content Sites

Years ago SEO experts used only one factor in determining the competitiveness of a keyword phrase. To identify terms which would be easy to rank for, they were only concerned with the number of pages indexed within Google or any other search engine, for that matter.

Such measurement has many issues that need to be addressed — among them the fact that it only looks at numbers versus the actual sites which are listed at the top of Google. On the one hand, you might encounter search terms with a small number of indexed pages which are very competitive and harder to rank for. On the other hand, you might also find terms that return 10+ million results but are actually fairly easy to rank for.

As this could potentially lead to a major problem, I prefer to look at how sites listed at the top of the Google index are optimized for a particular term. Studying user generated content sites within the top forty of Google is a fantastic way to determine the rankability of terms or keyword phrases.

In essence, this process will identify terms that have poorly optimized sites or pages. With such information in hand, I propose that you concentrate your efforts on the "weak" sites because they are, of course, much easier to take down than the "strong" ones.

But you first have to determine which are the "weak" sites — the sites that you can compete against and potentially win. Taking the following steps is a good beginning:

(a) Make up any 2 to 3 word keyword phrase and type it into the Google search box.

(b) Evaluate the resulting SERPs (Search Engine Results Page or Pages).

Do you recognize any Fortune 500 or some other super company sites on the first page? Do Wall Street Journal, New York Times, CNN, Amazon, Apple, Wikipedia, or any .gov (government) or .edu (university, college, etc.) sites appear there? If the answer is in the affirmative, then your keyword phrase is too competitive for now. It's not impossible, mind you, but it will be hard.

Start out by picking on the small guys before proceeding to the giants.

(c) Now, do you spot "weak" sites on the front page?

When I refer to them as "weak" sites, I do not mean that they are worthless nor do I intend to be critical of them. However, the fact is that they are indeed weaker than the more established heavy hitters.

Typically, most of these have web 2.0 generated and/or user-generated content. That means that anyone, including you, can submit content in the form of articles,

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audio or videos or images. Later on in the course, I will teach you how to use these sites to potentially generate powerful backlinks that will improve your site ranking.

But for now, keep in mind that if you find them on the first page of Google, you can rest assured that with a little effort you can successfully compete and rank for your chosen keyword phrase. This is especially true if you find three or more of these in the first five positions.

There are literally thousands of user-generated content sites on the Web but here is a good starting list:

- EzineArticles.com and other article directories
- Squidoo.com
- any Wiki sites (except, Wikipedia)
- Folkd
- Hubpages
- Digg and most other bookmarking sites, like Reddit
- Wikihow
- Yahoo Answers and other question-and-answer sites
- Buzzle
- Weebly
- Blogger (Blogspot)
- Tumblr
- Hubpages
- Wordpress.com
- WetPaint
- YouTube and other video submission sites
- eHow
- 43Things
- Technorati (This one depends on the keyword and how many sites have content around your keyword. Technorati may be a stronger competitor, but is still promising.)
- BlogCritics
- Forums
- Tutorialized and other tutorial sites
- Press release (or news release) sites
- Flickr, Photobucket and other photo- and media-sharing sites
- Slideshare.net, ScreenCast.com, and other presentation sites
- Scribd, DocStoc, and other document submission sites

Likewise, you may encounter a search term that is indeed easy to rank for but does not have any user generated content within the site that is ranked in the top forty of Google.

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The reason for that is simple; nobody has yet posted any content using your potential keyword phrase. This is the shortcoming of using this method and it is why I prefer using Micro Niche Finder.

Video 9: User Generated Content

Micro Niche Finder Users:

Micro Niche Finder makes it much easier to locate keyword phrases to target. Utilizing this software tool, users can leverage the built-in SOC (Strength of Competition) metric and thereby bypass the user generate content guidelines discussed above.

In the coming pages we will go into detail about how to use Micro Niche Finder for quickly and easily spotting keyword phrases to target. For performing keyword research, MNF is the best because it is easy to use and will save you lots of valuable time.

Research - Identifying the Target Keywords and Target Keyword Phrases

When it comes to finding profitable keyword phrases, Halloween is dead simple. In fact, last year I used zero keyword tools. I simply listed the most popular costumes which people wear year after year — costumes such as:

- Zombie
- Dracula
- Vampire
- Monster
- Fairy
- Mermaid
- Cop
- Animal related costumes (cat, elephant, skunk, mouse, panda, etc.)
- Indian
- Angel
- Nurse
- Devil
- Cartoon characters (Trix Rabbit, South Park Ben, etc.)
- Famous people (movie stars, politicians, etc.)
- Sports type costumes (cheerleader, referee, boxer, golfer, soccer player, etc.)
- and so on

You might want to begin creating your own list of potential keywords phrases and, quite frankly, you should. This may result in your discovery of a few keywords keyword phrases which no one else thought about.

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Several students whom I coached last year came up with fantastic target keyword phrases with which they were able to, quite easily, rank in the top five of Google. Your goal is to identify keyword phrases which you will be targeting this season and future seasons as well.

Additional keyword lists have been uploaded on the member blog. Feel free to use any of the lists as your starting points.

Video 10: Finding Target Keyword Phrases

Brainstorming Ideas & Keywords — Go to the Source, BuyCostumes.com

Effective research should be divided into two parts — brainstorming or coming up with potential keywords and then confirming the following:

- Whether or not people are searching for the given term
- How competitive the term is
- Evaluating Google results

When attempting to sell or promote physical (tangible) products such as costumes, it is often best to start with the actual merchant partner. Simply accessing and browsing through the BuyCostumes.com site will quickly lead you to dozens if not hundreds of potential keyword ideas.

New Costumes at BuyCostumes.com
Another method by which I have been acquiring potential "hot" costume keyword phrases is by checking out the new costumes various merchants are displaying. BuyCostumes.com actually tags certain costumes "New for 2010" and these costumes can be terrific sellers.

Link: New Costumes at BuyCostumes.com

BuyCostumes.com — Affiliate Resource Site

buycostumes.com
the web's most popular costume store!

Kristen Grace, Affiliate Manager at BuyCostumes.com, has put together a tremendous resource site for Affiliates where you can access:

- Additional keyword lists
- Data feeds
- Show case creators
- Coupons
- Templates
- Top selling costumes

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- Program details and more.

Link: BuyCostumes.com Resource Site

Video 11: Brain Storming, BuyCostumes.com, New Costumes & Affiliate Site

Keyword Phrases, SEO & Domain Name Strategies

Getting the exact keyword phrase as an exact match domain name makes ranking in the top ten of Google much, much easier. Thus, if you are just getting started, I suggest that you find terms which are available as exact matches.

Again, there is no need to think that all the good terms are already taken, because they are not.

Indeed many of the best terms have been taken, but remember we are Super Affiliates and we have the ability to get creative with domain names. And remember, while we will always focus on high Google rankings, there will also always be lots of additional traffic coming from image search, Bing and Yahoo.

How to Find Powerful Exact Match Domains

1. **Three Domain Extensions: .com, .net, .org**
   Each term you find has three great potential domain extensions: the .com, .net and the .org. Always select the .com, if it's available. Otherwise, grab the .net or the .org. All three rank about the same although the .com does slightly better. Even if available, never acquire the same domain name with different extensions because your goal is to have many different domains which target different search terms.

2. **Option Number Two: Plural and Singular Variations**
   If you are unable to get the search term as an exact match then try both the singular and the plural of that term:

   vampire costume
   vampire costumes
   vampires costume
   vampires costumes

   Using this method usually generates no less than four possible keyword phrases. Multiply that by three possible domain extensions and you should have no trouble finding your domain.

3. **Similar High Traffic Terms**
   Another great option is to simply find the search term that is available as .com, .net or .org exact domain. In the example below I exported the top traffic terms

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from the AdWords Keyword Tool. I then opened the file and copied the top search terms with the most traffic.

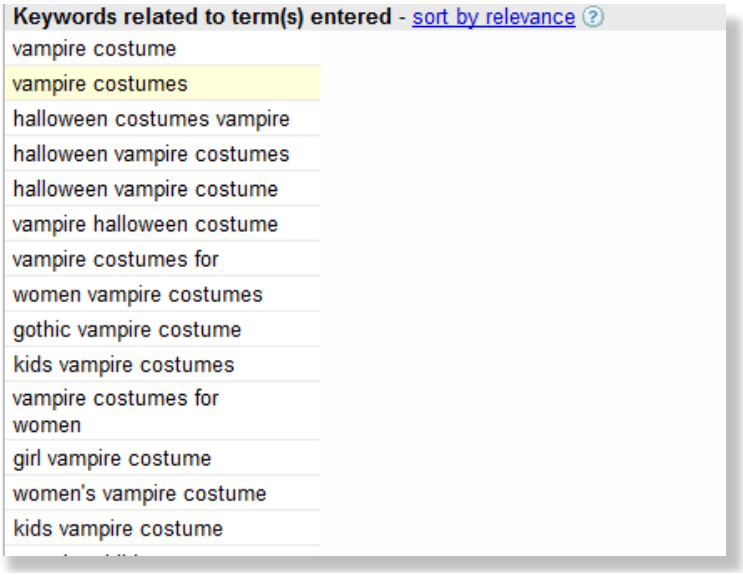
	A	B	C
1	**Keywords**	**Global Monthly Search V**	
2	vampire costume	201000	
3	vampire costumes	135000	
4	halloween costumes vampire	33100	
5	halloween vampire costumes	33100	
6	halloween vampire costume	27100	
7	vampire halloween costume	27100	

The following domain extensions were available in April of 2010.

HalloweenCostumesVampire.net
HalloweenCostumesVampire.org
HalloweenVampireCostume.net
HalloweenVampireCostume.org

4. **The Third Wheel .com Strategy**
Yet another method which can work very, very well is to find a search term that starts off with the phrase you want to target. In our example those would be: vampire costumes or vampire costume.

Analyze the Google AdWords Tool to study the terms which people use when they search for vampire costumes. Below you can see a list of some terms being searched for.



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Great domains, if available, would be:

vampirecostumehalloween.(com, org, net)
vampirecostumeshalloween.(com,org, net)

or

vampirecostumegothic. (com, org, net)
vampirecostumesgothic. (com, org, net)

In these two examples I am choosing additional terms which happen to be generic and I could also add words such as men's, women's, teen's, etc. to make them a bit more specific.

Note: The domain name should always starts with the target search term, which in this case is vampire costume(s).

5. **Substituting Costume for Outfit / Dress / Clothing / etc.**
   You could also switch the word "costume" or "costumes" for any of the following:

   a. outfit
   b. outfits
   c. dress
   d. dresses
   e. clothes
   f. etc.

   While you may think that having the word "costume" in your domain will make you the most money, sometimes having the alternates (outfit, dress, etc.) as part of your exact match phrases will end up being big money winners as the competition for these terms is much lower.

   Thus, you will rank high in Google, drive more traffic and make more money.

   In our example, "vampire costume" domains are all taken. However, in April 2010 I discovered that the term "vampire outfit" gets around 6,000 searches monthly and is still available as a top level domain name.

   Super affiliates always find potential keywords to target and you will too.

Video 12: Domain Strategies & Target Keyword Phrases

Using Needed Tools — AdWords Tool, Trends Tools & Micro Niche Finder

Earlier I have mentioned that I did little in the way of actual research last year when purchasing many dozens of Halloween domain names. As long as I was able to find a

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top level domain with an exact match search term such as MermaidCostume.org, that was all I needed to move forward, grab the domain and launch my sites.

This method worked for me because I launched so many sites and targeted so many different costume terms. I had no doubt that at least some of them would rank well and drive traffic. As long as they ranked within the top ten, I was happy and not overly concerned about further increasing the rankings. And my results were tremendous.

My plans for this year are not to launch many more new sites but to continue nurturing the existing ones.

This is a really powerful concept. If you can launch at least 50 websites, then this is one strategy you might want to adopt. Again, it's all about investing your time launching sites rather than spending too much of it on research.

If you are just getting started and the thought of launching 50 sites each on its own domain name scares you, set your fears aside. Instead, let your financial goals dictate the number of sites you should or could launch and how much content to publish. Clearly, as a beginner your financial goals will most likely be more modest than mine.

> One member last year made more than $500 dollars by only launching a total of two websites, and one of them was not ranking very well during October.

Your goal might be to launch ten sites over the three month period of this coaching program. In that case, you should spend a bit more time determining how competitive your chosen search terms might be, how much traffic they drive, whether or not these costumes are available at BuyCostumes.com or another retailer and so on.

In the coming pages I will reveal the various methods I use to gauge these important factors:

- Number of keywords (traffic / strength of competition)
- Total search volume (monthly Google AdWords)
- Total amount of pages indexed by Google (broad)
- Top 40 results in Google (look for user generated sites)
- Is the keyword available as an exact domain
- Earnings potential for future Halloween seasons
- Keyword Variations (more is better)

Video 13: Keyword Research Sites, Understanding What to Look For

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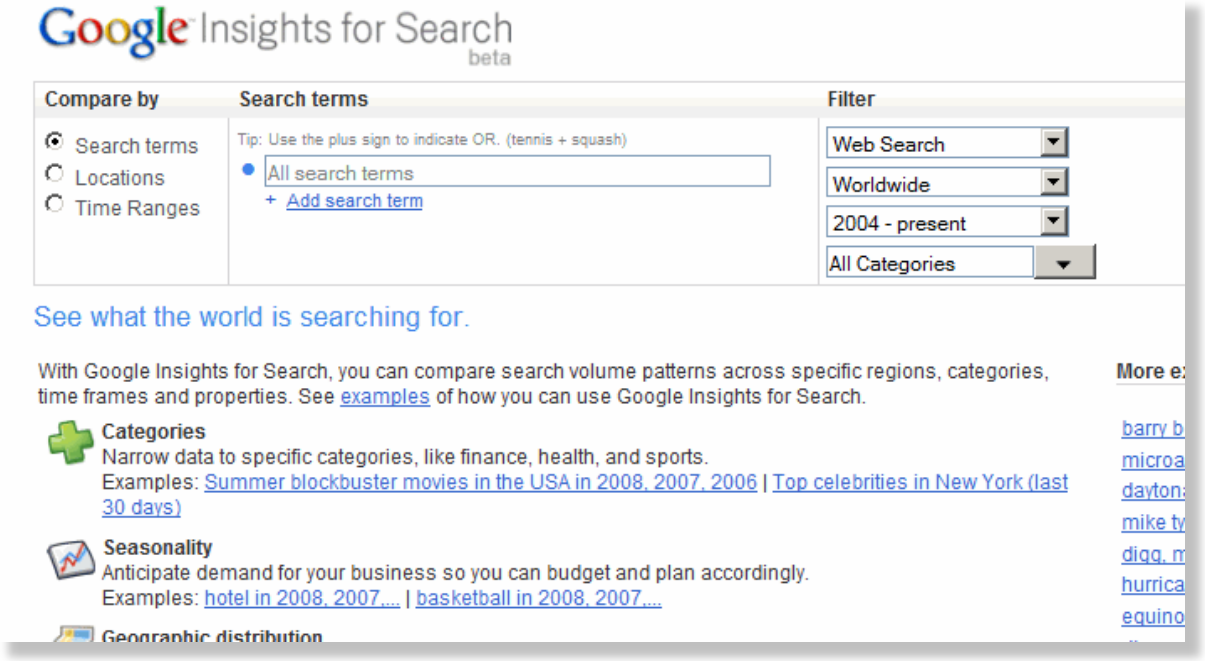
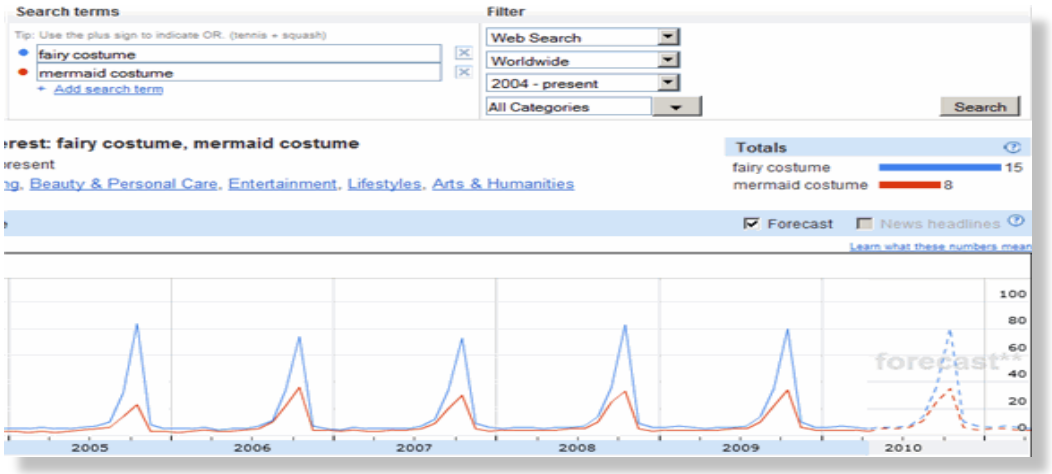
Additional Keyword Research & Google Sites to Use

Google Search Insight Tool


Google Insights for Search
beta
Compare by
Search terms
Locations
Time Ranges
Search terms
Tip: Use the plus sign to indicate OR. (tennis + squash)
All search terms
Add search term
Filter
Web Search
Worldwide
2004 - present
All Categories
See what the world is searching for.
With Google Insights for Search, you can compare search volume patterns across specific regions, categories, time frames and properties. See examples of how you can use Google Insights for Search.
Categories
Narrow data to specific categories, like finance, health, and sports.
Examples: Summer blockbuster movies in the USA in 2008, 2007, 2006 | Top celebrities in New York (last 30 days)
Seasonality
Anticipate demand for your business so you can budget and plan accordingly.
Examples: hotel in 2008, 2007,... | basketball in 2008, 2007,...
Geographic distribution

Google Insight is not the place to brainstorm or get ideas. However, it can be useful to assess search volume of competing terms. It is also extremely helpful for identifying potential seasonal markets and their relevant search terms.

Google Insight will actually graph the search volume of a particular search term and will display the results for the last four or five years in a graph rather than providing numbers. It will also predict traffic spikes for your term.



The above image shows graphs for two search terms over a period of five years ago. The dashed graph lines indicate predicted future traffic. I like pairing up two terms to be

graphed by Google Insight. This gives me a quick and easy means by which to compare them against each other. For this particular graph, I used:

- fairy costume
- mermaid costume

As you can see above, fairy costume has about double the search volume as does the mermaid costume. This information is handy when attempting to forecast which terms will likely drive more traffic. However, it should be noted that these are simply traffic levels and our ability to rank well is more important. Regardless, Google Insight can be used in a variety of ways which check and compare traffic and the results can be helpful.

Video 14: Google Insight for Search

Google Trends Tool & Break Out Costumes

What about current events and what's happening on the web right now in real time? Google Trends actually posts the top twenty searches of the moment (or nearly) and often times during Halloween certain seasonal terms will be listed in the top twenty.

Each Halloween has its own handful of costumes which are especially popular for that particular season and ranking for them is an easy "walk in the park."

Last year the "illegal alien" caused a big commotion and so the costume became quite popular. I recall that Kristen Grace sending out an email notifying affiliates that BuyCostumes.com were out of the costume but more were being shipped.

By daily watching Google Trends, you will often get the heads-up before others and you can then quickly launch sites. That is, once you are comfortable with WordPress and the process.

I used Google Insight to get an idea how much traffic the term "illegal alien costume" drove last year

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Important — Remember My Golden Rule

> ***Find what people want or need and give it to them …***

During October, the traffic level for “illegal alien” was about the same as it was for the much more competitive term "mermaid costume" and thus could potentially make a site owner some money. However, we need to first understand exactly what these searches mean and what specifically are people interested in.

It could very well have been that they simply wanted to see the costume or to read about the controversy rather than to actually buy the costume. Had that turned out to be the case, I would have added AdSense to the site and made some money anyway.

Video 15: Google Trends

Video 15.2: New Movie Releases

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How to Predict the Break Out Costumes Prior to the Event

Google Trends is great for determining real time trends but it also makes sense to study pop culture through upcoming movies, popular TV shows, big news stories and what not. This will help you foresee what costumes, etc. may become big in the coming months.

During the prelaunch of Halloween Super Affiliate I went on record as stating that the opportunity is enormous and I'm sticking to it because it is absolutely correct. Often times, people might feel that a certain market is saturated or too crowded. When it comes to Halloween and costumes sales, there is nothing further from the truth.

By keeping my ears open and my eyes focused last year, I learned of the new Star Trek movie which would be released in May. I figured that some of the characters from the original Star Trek could be popular costumes and I registered SpockCostume.com.

At the time of this writing (April 11, 2010) the following domains are still available:

- spockcostume.net
- spockcostume.org

I made an easy $300 an hour by launching my simple one page Spoc–kCostume.com site. My hourly rate will increase this Halloween as the site produces even more sales.

Plan your attack now. Look at the big movies that have been released in the last month or so — these are the movies kids and parents are watching now and there is a good chance that many of the characters will drive lots of costume sales.

Link: ComingSoon.net

Also search for: new movie releases

Micro Niche Finder - A Full 90 Day Trial

I have personally used dozens of keyword tools and subscription services over the years and I have found that there is no one perfect keyword tool. However, I am inordinately impressed with what Micro Niche Finder offers for a onetime cost of under $100.

With the new Micro Niche Finder 5.0, users have the option of sorting by exact, broad or phrase match, creating filters, checking for domain availability and much more. It is so powerful that I recently let my subscription to WordTracker expire as I have been

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exclusively using Micro Niche Finder. In fact, I used this tool over a six month period to help me quickly and easily identify hundreds of keyword phrases and you have the same opportunity right now.

A Word of Caution: Geeking Out and Priorities

It is quite easy to spend hours researching when, in fact, the best part of your time should be spent on actually launching sites, adding content or building links to the various sites you own.

It takes me about 90 minutes to enter into a new niche market with between 20 and 40 keyword phrases which I will target. My goal is to let Micro Niche Finder do its job by returning keywords that will be easy to rank for and move forward. I never look for the very best phrase, the easiest phrase or the most lucrative phrase to target. Instead, I prefer to find a bunch of really good keywords and I target them all. This way I am spending most of my time getting sites online. The very best and most lucrative phrases will reveal themselves on their own.

Video 16: Micro Niche Finder — Basics

Video 17: Micro Niche Finder — Using Filters

Video 18: Micro Niche Finder — Using the Hide Function

Video 19: Micro Niche Finder — Case Study — How I Find Great Keyword with Ease

Super Affiliate SEO Ranking Guidelines

As we move on with launching sites, it will be important to implement the Super Affiliate SEO Ranking Guidelines into each one you build. The good news is that these guidelines are simple while still being incredibly powerful in the search engines (especially Google). Following the eight steps listed below will ensure that your sites are well optimized:

Later on I will go into more depth about ranking in Google and other popular search engines. But for now, be sure to follow the guidelines below:

1. Use unique content which is found nowhere else on the Internet.

2. Use the target keyword phrase in the site title tag.

3. Use the target keyword phrase in the site meta description.

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4. Use the target keyword phrase in the site content section (once or twice).

5. Use the exact target keyword phrase in the domain name or as close as possible.

6. Link to other high ranking online sites for related search terms. Create outbound links from your site homepage as well as from the WordPress Links section.

7. Never link to an affiliate offer by merely using a standard affiliate link. All affiliate links must be cloaked and this will be address in the coming pages.

8. Obtain links pointing to your site from Blogging Underground.

9. Add images to your site and leverage the Alt tag. This is especially important during Halloween for driving bonus free traffic.

Optional:

Add a YouTube.com video to your homepage.

Video 20: Super Affiliate SEO Ranking Guidelines

Essential Business Tools

The following statement is worth repeating: *There is no better way to get started making money online than by combining the power of SEO (Search Engine Optimization) and affiliate marketing.*

One reason is that you can get started on a mere few hundred bucks and after that initial expense you can continue to work on your business. This is not the case when you are buying traffic via PPC or other media buys. When push comes to shove, how long can you continue throwing good money at traffic while "learning the ropes" and trying to make a buck? With my method you are spending your money on tangible items that can produce income for weeks, months and many years.

The two major expenses you will be faced with are:

Domain Names

DomainCheapsters.com
Rock Bottom Prices on Domain Names

You can find rock bottom prices at DomainCheapsters.com

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.com = $7.49 the first year and $7.99 thereafter
.net = $6.49 yearly
.org = $7.99 yearly

Note: These are the current April 2010 prices. There is talk about increasing them in the coming months.

Visit: DomainCheapsters.com

Webhosting

I use and recommend HostMonster.com because it's a fantastic webhost and very inexpensive as well. For sites built in accordance with the Halloween Super Affiliate system, HostMonster.com servers will be plenty powerful.

However, it you plan to use scripts or WordPress plug-ins that tax hosting servers, then I would recommend you set your sites up with a reseller hosting account.

Save with the coupon link below and get Revenue Domains Exposed when you purchase HostMonster.com hosting through my affiliate link.

Visit the Halloween Super Affiliate member blog (video 20.5 for bonus offers and recommended webhosting options.

Video 20.5: Hosting and Domain Essentials

Addition Recommended Webhosting Companies

Brian, please add

Setting Your Name Servers

Once you have purchased your domain(s) you will need to login to your domain registrar and point the name servers to your hosting company. Each hosting company has its own nameservers that allow the Internet to find the actual address of your site.

When you sign up for hosting you will receive an email that contains your hosting account information including the nameservers you will be using. Be sure to safely save this information for future use.

The name servers for HostMonster.com are as follows:

NS1.HOSTMONSTER.COM
NS2.HOSTMONSTER.COM

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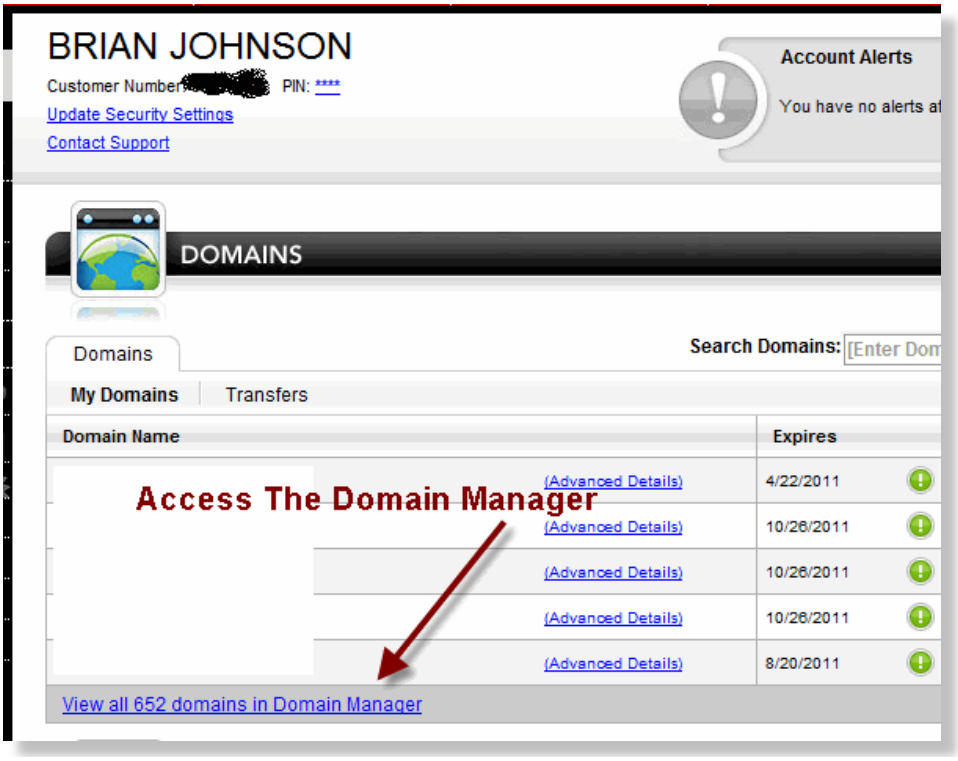
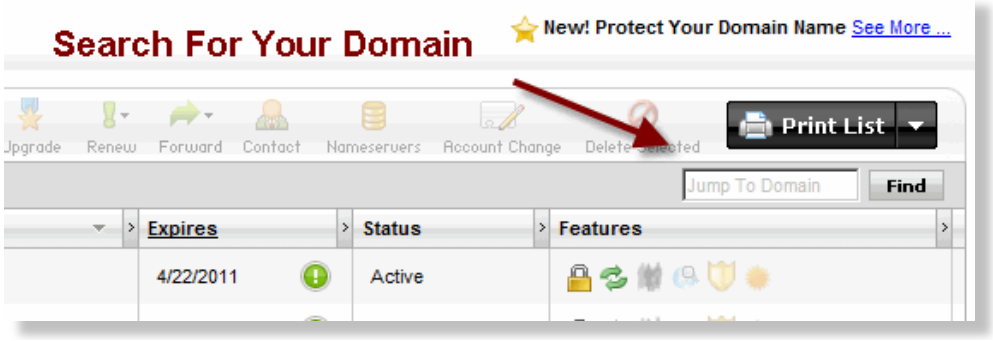
Thus, if you were to launch a new site that is hosted by HostMonster.com, you would first login to my registrar (DomainCheapsters.com) and update the nameservers.

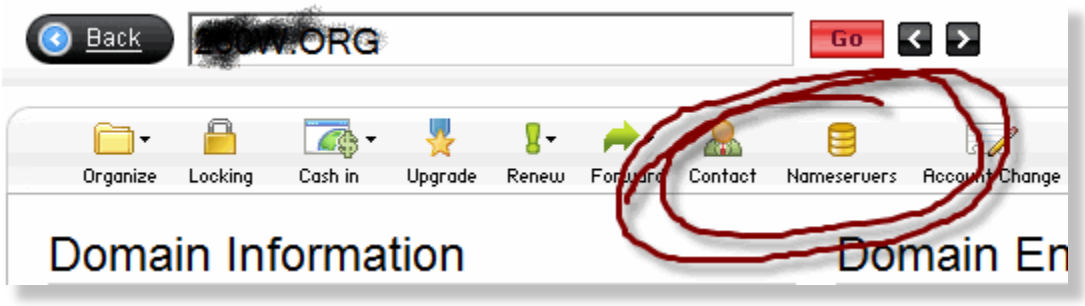
Access the Domain Manager at DomainCheapsters.com:



Next Search for the Domain You Want to Set Up:



Then, Select Your Domain and Access the Nameserver Tab:



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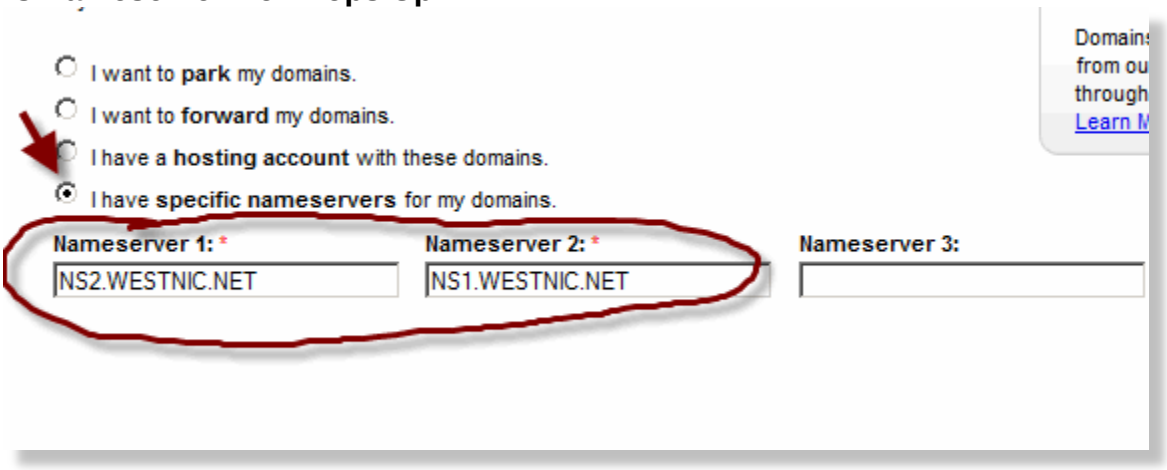
This Nameserver Box Pops Up:


I want to park my domains.
I want to forward my domains.
I have a hosting account with these domains.
I have specific nameservers for my domains.
Nameserver 1: *
NS2.WESTNIC.NET
Nameserver 2: *
NS1.WESTNIC.NET
Nameserver 3:

Select "I have specific nameservers for my domains."

Past in the nameserver for your given hosting company and click OK.

Video 20.75: Adding Name Servers – DomainCheapters.com — GoDaddy

Setting Up Your Hosting Account - Add-on Domains

Now that you have updated your nameservers, you need to create an add-on domain (or primary domain) at your hosting company. Most lower end hosting accounts will provide users with what is called a "primary domain. All additional domains that are added to the account are considered to be add-on domains. In the following tutorial video I will be setting up an example site (BeerGirlCostume.org) using the add-on domain function.

Example Site:

BeerGirlCostume.org

Video 21: Setting Up An Add-on Domain HostMonster.com

WordPress Overview / Why WordPress & Benefits

There is no better website platform today for Internet marketers than WordPress. You can be sure that the time you spend learning WordPress will be time well spent. While it is fairly easy to use for those who are just getting started, it is also very powerful.

Themes & Plug-Ins — A Marketers Dream

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Because WordPress is based on both plug-ins and themes, sites look fantastic and their functionality is extended though the use of plug-ins. Want to add real time eBay listings? No problem as there is a WP plug-in for that. Want to set up a price comparison website? Again, you can find a plug-in that will automate this complicated process.

As far as themes are concerned, you now have access to the full version of FlexSqueeze 2.0. I have launched hundreds of fantastic looking sites using FlexSqueeze and you can do the same. FlexSqueeze makes it surprisingly easy to upload custom head images, custom background images as well as changing the color palettes, sidebar settings, borders and just about anything you can think of.

With the help of FlexSqueeze, you can quickly and easily set up a sales page or an opt-in page. Have no fear, I will walk you through the process of launching a WordPress site and I will also give you an in-depth explanation about how and when to use plug-ins as well as setting up FlexSqueeze.

Video 22: Moving Forward with WordPress

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WordPress - Super Affiliate Style (How to Tutorials)

Video 1: Install WordPress with Simple

To set up and install WordPress into your site, simply login to your webhosting account at HostMonster.com and log into its Control Panel.

Select Simple Scripts for quick and easy installation and then proceed as follows:

- ✓ Select WordPress and click "Install"
- ✓ Select the latest "stable" version of WordPress (it was 2.9.2 at the time of this writing)
- ✓ Designate where you want WordPress to be installed and be sure that it's at the root address of your site
- ✓ Select "Advanced Options" and rename your blog using your target keyword phrase
- ✓ Enter your Username and Password which you will use each time you log into the administrative section of your site
- ✓ Press "Complete" and you are done.

The system will go through the installation process and once it's done you can click on the provided URL to your site, log into its WordPress administrative section and start working your magic.

Video 2: Manually Install WordPress

To manually install WordPress, type "wordpress" into your web browser and open the WordPress.org site and proceed with the following:

- ✓ Click "Download WordPress 2.9.2" or whichever is the most recent version at the time and save the file
- ✓ Right click and select "Open Containing Folder" and copy by using "Ctrl C" on your keyboard
- ✓ Access your hard drive, create a new folder and name it WordPress
- ✓ Paste that which you've copied earlier into that folder
- ✓ Right click on it and by using WinZip, "Extract to a Folder"
  Please note that I've mentioned that WinZip is free. It actually is not, but it can be used as a trial version for extended periods of time.
- ✓ Now create a database by accessing the Control Panel at HostMonster.com.

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- ✓ Select “My SQL Database Wizard and name it same as your target keyword phrase
- ✓ Select “Next Step”
- ✓ Fill in “Username” and “Password” and click on “Create User”
- ✓ Check “All Privileges” and click on “Next Step”
- ✓ Copy the text string provided and past into Notepad
- ✓ Select the newly created folder on your hard drive, open the WordPress folder.
- ✓ Find a file called “wp-config-sample” and rename it to “wp-config”
- ✓ Open it with Notepad and replace “username”, “database” and “password”
- ✓ Save and close

Now you need to upload your “WordPress” folder to our server by opening your WS_FTP Pro and installing from your computer side in the left pane to the server side in the right pane.

Video 3: WordPress Categories & Tags

Tags are very useful for organizing pages and posts of huge website. Since you will be creating relatively small sets, you should create categories while leaving tags alone.

Start with just one category by logging into the administrative section of your WordPress website and perform the following procedures:

- ✓ Select “Categories” on your WordPress dashboard
- ✓ Click on “Categories”
- ✓ Edit the “Uncategorized” by clicking on it
- ✓ Type in a new category name that is relevant to your topic
- ✓ Delete the “Slug”
- ✓ Click on “Update Category”

Video 4: Settings – Permalinks, Best SEO Structure

Search engines like Google, Yahoo and Bing do not like dynamic pages. So you will make all yours static by going through the following steps:

- ✓ Go to the “Settings” tab on your WordPress dashboard and select “Permalinks”
- ✓ In the “Custom Structure” of the Permalinks Settings, type one of the following – %postname%.html, %postname%.htm, %postname%.php, or %postname%.asp
- ✓ Do nothing else but click on the “Save Changes” and you are done

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Video 5: Settings - General

To make your site user and visitor friendly, you need to do some general updating as follows:

- ✓ Go to the "Settings" tab on your WordPress dashboard and select "General"
- ✓ In the "General Settings" be sure that the "Blog Title" is appropriate to your target keyword phrase
- ✓ Add a fitting "Tagline"
- ✓ Delete the "www" from the URL in "WordPress address" and "Blog address"
- ✓ Enter your email address
- ✓ Click on "Save Changes"

Video 6: General Settings - Writing

To configure the writing section of your site, do the following:

- ✓ From the "Settings" tab on your WordPress dashboard, go to "Writing"
- ✓ In "Writing Settings" go to "Size of the post box" and change from the default 10 to 20
- ✓ Check the "XML-RPC"
- ✓ Click on "Save Changes"

Video 7: General Settings - Reading

Changing how your site is read by search engines and visitors is easily done as follows:

- ✓ From the "Settings" tab on your WordPress dashboard, go to "Reading"
- ✓ In the "Reading Settings" go to "Front page display" and select "A static page"
- ✓ Under "Front page" select "About"
- ✓ Under "Blog pages show at most" type in 20
- ✓ Under "For each article in a feed show" select "Summary"
- ✓ Click "Save Changes"
- ✓ Refresh the visitor page and click on "Edit the entry"
- ✓ Change "About" to a more keyword appropriate title
- ✓ Change the default text to your own
- ✓ Click "Update"

Video 8: General Settings - Discussion

You don't need to change much here but the following:

- ✓ From the "Settings" tab on your WordPress dashboard, go to "Discussion"
- ✓ Under "Discussion Settings" go to "E-mail me whenever" and be sure that the "Anyone posts a comment" and the "A comment is held for moderation" are checked. Click
- ✓ "Save Changes"

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Video 9: Privacy - Careful Here

There are only two options in the Privacy settings but it is crucially important to select the correct one:

- ✓ From the "Settings" tab on your WordPress dashboard, go to "Privacy"
- ✓ Under the "Privacy Settings" be sure that the first option is checked and it should read, "I would like my blog to be visible to everyone, including search engines (like Google, Bing, Technorati) and archivers"

***Important Note*: You may notice other options under the "Settings" tab on your WordPress dashboard. There is no need to worry about the "Media" and the "Miscellaneous" sections and that is why I haven't discussed them. The "All in One SEO", the "Link Cloaking" and the "XML-Sitemap" will be discussed in the Plug-In sections of this course.**

Video 10: Pages & Posts Basics

The main difference between Pages and Posts are in the way they are viewed on your site. Posts are displayed chronologically with the most recent on top. That means that older Post might be shoved down and buried to make room for the newer ones and thus become harder to find, especially on sites with multiple Posts. Pages, however, remain prominently displayed at all times.

I will guide you through the process of using Pages as Homepages and Policies which using Posts for all other content.

Video 11: Posting Content - The Right Way

It is important to post content to your site in a way that will give Google exactly what it wants as well as maximizing the entire site's rankings.

To accomplish that you must understand that while Pages always go into one area, Posts have a potential of ending up in several locations. This can ultimately translate into multiple content on your site, which you can prevent by creating only one Category and no Tags.

Video 12: Fight Blog Comment Spam

WordPress provides an option for visitors to leave comments with fields that include their name, email address and website. To minimize junky spammy comments, WordPress comes installed with a plug-in called Akismet that needs to be activated as follows:

- ✓ Go to the "Plug-Ins" section of your WordPress dashboard
- ✓ Find Akismet and click on "Activate"

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- ✓ The system will ask for an API key which you can get by signing up at the WordPress.com
- ✓ You will receive an email containing the API key which you need to copy and paste into Notepad
- ✓ Save that into your Plug-In subfolder within the WordPress folder
- ✓ Enter the API key into the Akismet plug-in
- ✓ Check "Automatically discard spam … "

Video 13: LSI, Links & How to Use Links Effectively

To increase traffic by gaining more trust with Google, you need to take the following steps for adding outbound links on your site:

- ✓ Go to the "Links" section of your WordPress dashboard
- ✓ Change the name of the category of your links from the default "Blogroll" to a more SEO optimized name by clicking "Link Categories"
- ✓ Select "Blogroll" and enter new name in "Link category name"
- ✓ Delete the "Link category slug"
- ✓ Click on "Update category"
- ✓ Go back to the main "Links" tab and delete the default links
- ✓ Select "Add new" and add between 15 and 20 outbound links to a variety of well ranking sites

Appearance Overview

Video 14: Appearance - Themes (uploading)

To create the look and feel that you want out of your site, WordPress comes equipped with an abundance of themes. However, we will focus on FlexSqueeze for now and that is found on your Download page in the HAS member blog:

- ✓ Download FlexSqueeze and save it into the Themes subfolder within your WordPress folder
- ✓ To upload FlexSqueeze onto your server, open your FTP software with its left pane showing what's on your computer and with the right pane showing what's on your server
- ✓ Select FlexSqueeze in your Themes subfolder and upload it into the wp-content folder on the server side
- ✓ Close your FTP program when the uploading is complete
- ✓ Go to the "Appearance" tab on your WordPress dashboard
- ✓ Access FlexSqueeze and activate it

Video 15: Appearance - Widgets

Widgets are WordPress features that control navigation option on your site and they are very easy to set up:

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- ✓ Go to “Widgets” tab under “Appearnce” in your WordPress dashboard.
- ✓ In “Widgets” add the desired widgets from the list on the left onto the side bars on the right

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WordPress - FlexSqueeze Theme

Video 1: FlexSqueeze Overview - Downloads

Creating great looking websites for promotional products, niche marketing such as Halloween and much more can easily be accomplished with FlexSqueeze. It can all be accessed from your HAS member blog by clicking on the "Download FlexSqueeze … "

To make FlexSqueeze even more powerful than it already is out of the box, I've included a wide range of preformatted Action Buttons, Fonts, Header Graphics and Skins.

All that you will need to know about FlexSqeeze will be explained in the coming videos but a User Manual is also included.

Video 2: FlexSqueeze - Quick Change Settings

All the customization you want to do in your site's appearance is handled from the Front Control Panel of FlexSqueeze and you will find it under the "Appearance" tab on your WordPress dashboard:

- ✓ Click "FlexSqueeze Theme Options"
- ✓ Under the "Quick Change Settings" tab you can change your site color scheme in "Theme Color Changer"
- ✓ Under the "Quick Change Settings" tab you can change the hues of your site in "Theme Lightness Selector"
- ✓ Under the "Quick Change Settings" tab you can change the width of your site and the number of columns in the "Theme Layout Changer"
- ✓ To change all your customization back to the download settings, go to the "Reset/Import/Export" tab on the FlexSqueeze Front Control Panel and select "Reset"
- ✓ Click on "Save Changes"

Video 3: FlexSqueeze - Blog Width

You have the ability to control the width of your blog as well as its components such as the content area and the sidebars:

- ✓ Select the "Blog Width" in your FlexSqueeze Front Control Panel
- ✓ "Total blog width (in pixels)" will allow you to change the width of your entire site
- ✓ "Post content width" will allow you to change the width of your content area
- ✓ "Left sub-sidebar width" and "Right sub-sidebar width" will allow you to change the width of the left and right sub-sidebar of your site
- ✓ When you're done, click "Save Changes"

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Video 4: FlexSqueeze - Blog Background / Borders

www.flexibilitytheme.com
FLEXSQUEEZE
The Ultimate WordPress Theme for Making Money Online
Create a sales mini-site with FlexSqueeze

To make changes to your site's background color, textures and pattern as well as its borders you do the following:

- ✓ Go to the "Background / Borders" tab in your FlexSqueeze Front Control Panel
- ✓ "Blog background color" will enable you to change the color
- ✓ "Blog background image" will allow you to make a selection from a variety of images
- ✓ "Blog background custom image" will allow you to enter the name of a custom image, if you choose to use one after having imported it
- ✓ "Show background top gradient?" will allow you to designate whether you want it or not by choosing "yes" or "no"
- ✓ "Blog border color" allows you to choose the border color that appears around your entire blog
- ✓ "Blog border width" allows you to designate a desired width of the border that appears around your entire blog
- ✓ "Blog top margin" allows you to change the distance from the top edge of your header to the browser but I usually leave it at its default designation
- ✓ Click on "Save Changes"

Video 5: FlexSqueeze - Squeeze Page

There is no need to work with squeeze pages in the Halloween market but FlexSqueeze gives you a wide range of options that will allow you to create fantastically effective squeeze pages for Internet marketing of promotional and affiliate products:

- ✓ Open "sample-squeeze-content" folder which is available in your FlexSqueeze Download subfolder within your WordPress folder
- ✓ Copy the HTML code that is found there
- ✓ Open a new page in your WordPress dashboard and paste the FlexSqueeze HTML code into the HTML tab
- ✓ Under the "Attributes" tab choose "Squeeze Page" and "Update"
- ✓ You now have the actual code for many options which you can copy into any squeeze page
- ✓ Go to the "Squeeze Page" tab in your FlexSqueeze Front Control Panel and you will find countless options to make all kinds of customization changes
- ✓ Click on "Safe Changes"

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Video 6: FlexSqueeze - Header

To customize the look and feel of your site's header do the following:

- ✓ Go to the "Header" tab in your FlexSqueeze Front Control Panel
- ✓ You will now have a huge assortment of customization options available to you and those pertain to your header background and height, a logo you might want to use, the title which appears in your site header and its tagline, any search tabs or buttons, any header graphics, and so on
- ✓ Click on "Save Changes"

Video 7: FlexSqueeze - Top Feature

The Top Feature area of your website is found immediately under your header. It can be controlled as follows:

- ✓ Open the "FlexSqueeze Download" subfolder in your WordPress folder
- ✓ Select the "flexsqueeze" subfolder and open the "features" .php file with Dreamweaver MX
- ✓ Make your edits and save
- ✓ Upload folder into your site server via your FTP software
- ✓ Open the "FlexSqueeze Theme Options" under the "Appearance" tab on your WordPress dashboard
- ✓ Select "Yes" or "No" for "Display optionial feature section below header"
- ✓ Click on "Save Changes"

Video 8: FlexSqueeze - Blog General, Posts, Comments

To make a number of visual changes to your site, do the following:

- ✓ Open the "FlexSqueeze theme settings" page by clicking on the "FlexSqueeze Theme Options" which is found in the "Appearances" tab of your WordPress dashboard
- ✓ Open your "Blog General" tab to choose preferred settings and "Save Changes"
- ✓ Open your "Post" tab to choose preferred settings and "Save Changes"
- ✓ Open your "Comments" tab to choose preferred settings and "Save Changes

Video 9: FlexSqueeze - Top Sidebar & Sub Sidebar

Top sidebars and sub-sidebars add more functionality and visual effects to your website as well as support a variety of widgets. You can control that by going through the following steps:

- ✓ Open the "FlexSqueeze theme settings" page by clicking on the "FlexSqueeze Theme Options" which is found in the "Appearances" tab of your WordPress dashboard
- ✓ Open your "Top Sidebar" tab to choose preferred settings and "Save Changes

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- ✓ Open you “Sub-Sidebar” tab to choose preferred settings and “Save Changes”

Video 10: FlexSqueeze - Footer

To customize the Footer of your site to look and feel the way you want, do the following:

- ✓ Go to the “Footer” tab in your FlexSqueeze Front Control Panel
- ✓ You will find customization options for the footer background color, extra footer features, number of columns in the footer, footer text color, footer link and widgets and so on
- ✓ When you’re satisfied with your changes, click on “Save Changes”

Video 11: FlexSqueeze - AdSense

To incorporate AdSense into your site, you can use the built in tool by going through the following steps:

- ✓ Go to the “Adsense” tab in your FlexSqueeze Front Control Panel
- ✓ Insert your “AdSense publisher ID” into the allocated space
- ✓ Customize the available options which include colors, size, etc.
- ✓ Click on “Save Changes”

Please note that I personally do not use this feature. Instead, I utilize Text Widget and Who Sees Ads.

Video 12: FlexSqueeze - Analytics

For tracking the visitors who land in your website and to acquire a whole lot of useful information, you can go to the “Analytics” tab in your FlexSqueeze Front Control Panel. However, you can also use a much more convenient and user-friendly option available through your webhosting account.

You can then use the great statistical data you acquire to further optimize your website.

Video 13: FlexSqueeze - Reset / Import / Export

This next option will enable you to reset all the settings to their original download defaults and it will also enable you to import and export preset skins, etc.

- ✓ Go to the “Reset/Import/Export” tab in your FlexSqueeze Front Control Panel
- ✓ The “Reset” option will change all your customized setting back to their defaults
- ✓ The “Import” option will allow you to import themes or skins and so on
- ✓ The “Export” option will allow you to export your settings to a CSV file in order to be used again on other sites

Word of caution: Be careful not to use the “Delete” button that appears at the bottom of this page.

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Video 14: FlexSqueeze - Upload Images

With the power of FlexSqueeze, you can import customized graphics to be used as headers, as logos and/or as your site background. To make that work, please go through the following quick and easy steps:

- ✓ Be sure to perform this function in Firefox as other browsers do not seem to work as well
- ✓ Go to the "Upload Images" tab in your FlexSqueeze Front Control Panel
- ✓ Browse through the files of your computer for the image you want to import
- ✓ Select "Upload"
- ✓ If the image is a header graphic, go to the "Header" tab in your FlexSqueeze Front Control Panel and type the entire file name (including extension) into "Header custom image"
- ✓ If the image is a logo, go to the "Header" tab in your FlexSqueeze Front Control Panel and type the entire file name (including extension) into "Blog log"
- ✓ If the image is a background, go to the "Background/Borders" tab in your FlexSqueeze Front Control Panel and type the entire file name (including extension) into "Blog background custom image"
- ✓ Be sure to click on "Save Changes" at the end of each process

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WordPress Plug-Ins

Video 1: Plug-Ins - Basics & What They Do / Your Plug-In Folder

Plug-ins control and extend the functionality of your WordPress sites and the following steps will instruct you how to upload them:

- ✓ Access your HAS member blog and click on the "Download the Plugins"
- ✓ Save the zip file into the Plugin subfolder within your WordPress folder
- ✓ Unzip and save
- ✓ Using your FTP software, select all the plug-ins available in the Plugin subfolder and upload them all into the Plugin folder on your server

Video 2: Plug-In - AdSense and Who Sees Ads

Ozh's Who Sees Ads plug-in will enable you to add a Java script or any other kind of advertisement into your WordPress site which would otherwise not be possible. Here is how:

- ✓ Go to the "Plugins" tab on your WordPress dashboard
- ✓ Check the option for "Ozh's Who Sees Ads" and activate it
- ✓ Configure the various options of this plug-in
- ✓ Click on "Save Context"

Video 3: Plug-In - Link Cloaking Plug-In

The Link Cloaking Plugin will conceal the fact that you are an affiliate marketer because Google doesn't really like them:

- ✓ Got to the "Plugins" on your WordPress dashboard
- ✓ Select Link Cloaking Plugin and activate it
- ✓ Go to the "Settings" tab on your WordPress dashboard
- ✓ Click on "Link Cloaking"
- ✓ Check all options in "General"
- ✓ Select "Cloak All Links"
- ✓ Change the default "goto" in "Link Prefix" to any other few letters
- ✓ Add your site to "Exceptions" as well as all other site you will not want to cloak
- ✓ Click on "Save Changes"

Video 3.1: KB Robots.txt Plug-In

To instruct Google what on your site to index and what not to, do the following:

- ✓ Log into your WordPress site dashboard and go to "Link Cloaking" under "Settings"
- ✓ Note the "Link Prefix" you had entered

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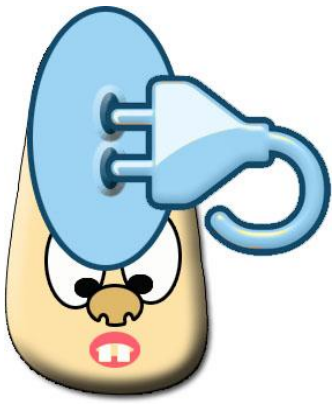
- ✓ Click on "KB Robots.txt" in the "Settings" tab within your WordPress dashboard
- ✓ Copy this text code exactly as you see it –

```
User-agent: *
Disallow: /linkprefix/
Disallow: /linkprefix
Disallow: /feeds/
Disallow: /feeds
```

- ✓ Delete the default text in the "Robots.txt Editor" and paste that which you've just copied
- ✓ Replace the "linkprefix" (red) in the text code with the "Link Prefix" in the "Link Cloaking" settings
- ✓ Click on "Submit"

Video 4: Plug-In - Google Sitemaps

Notify Google and give it a means by which to view the various components of your site. Please go through the following steps:



- ✓ Got to "Plugins" on your WordPress dashboard
- ✓ Activate the "Google XML Sitemaps" plug-in that is found on the "Manage Plugins" page
- ✓ Go to "Settings" of your WordPress dashboard and select "XML-Sitemap"
- ✓ Build your sitemap for the first time by clicking on the first link in "XML Sitemap Generator"
- ✓ Check appropriate settings within the "XML Sitemap Generator"
- ✓ Click on "Update Options"

Video 5: Plug-In - All in One SEO Plug-In

To fully optimize your site the best way possible, you need to continually review your targeted keyword phrases and do the following:

- ✓ Go to the "Plugins" tab on your WordPress dashboard
- ✓ Activate the "All in One SEO Pack" plug-in that is listed on the "Manage Plugins" page
- ✓ Go to the "All in One SEO" link under the "Settings" tab of your WordPress dashboard
- ✓ Check "Enabled" on the "All in One SEO Plugin Options" page
- ✓ Fill in the "Home Title", "Home Description" and "Home Keywords" on the "All in One SEO Plugin Options" page
- ✓ Delete all occurrences of "| %blog_title%" the "All in One SEO Plugin Options" page

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- ✓ Check all the appropriate options on the “All in One SEO Plugin Options” page
- ✓ Click on the “Update Options” button

Video 6: Plug-In - Ritual Genesis

To easily save settings which can be then used and reused on multiple sites and also to as privacy and disclaimer pages automatically, do the following:

- ✓ Open the “Plugin” subfolder within the WordPress folder
- ✓ Open the “ritual-genesis” file that is found in the “ritual-genesis” folder
- ✓ Open the “custom-settings.php” file in Notepad
- ✓ Go through the various options and set them as appropriate to your site and niche
- ✓ Select “File” and “Save”
- ✓ Upload this Ritual Genesis plug-in into the “Plugin” section on your server via your FTP software
- ✓ Then go to the administrative section of your site
- ✓ Go to the “Plugins” option in your WordPress dashboard
- ✓ Activate the “Ritual Genesis” plug-in
- ✓ Go to the “Permalinks” option under the “Settings” tap on your WordPress dashboard and click on “Save Changes”

Video 7: Plug-In - Ritual Addlinks

To significantly speed up the process of adding outbound links to your site, follow the next handful of steps:

- ✓ Search Google for keywords that are related to your niche and target phrase
- ✓ Open the “Plugin” subfolder in your WordPress folder
- ✓ Open the “ritual addlinks” folder and then the “link-data” file in Notepad
- ✓ Replace the default phrases and URL link addresses
- ✓ Select “File” and “Save”
- ✓ Open your FTP software and upload the “Ritual Addlinks” plug-in into your server
- ✓ Go to the” Plugins” tab of your WordPress dashboard
- ✓ Find the “Ritual Addlinks” plug-in and activate it

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Super Affiliate SEO Mojo & Traffic Domination

Traffic is the most important component of a successful affiliate marketing campaign. No other aspect of running an affiliate operation is as crucial as the ability to drive traffic. Thus, it makes sense that you should focus your time and energy on elements that can potentially have a positive impact on not only the volume of traffic you drive but also on the quality of that traffic (targeted traffic).

All too many wannabe super affiliates simply do not drive enough of the right kind of traffic to generate the type of income they desire. This is why I have spent so much time and exerted so much energy studying the functions of the major search engines. Then I put my acquired knowledge into practice by publishing loads of content to the web in compliance with the Super Affiliate SEO Guidelines. The results have, time and time again, been great rankings which led to affiliate sales, AdSense income and/or a large list of subscribers.

The Simple Traffic Formula:

Content + Links + Time = Solid Rankings

The above formula is a very simple equation reflecting what makes online pages and websites rank well. What makes the process difficult, however, is that Google employs a filtering process that separates web pages. Because Google performs its filtering through an automated systems, we can safely use our own “Super Affiliate" formula — a formula that will ensure that, in due time, our sites will rank well.

That last statement is rather important and so I shall repeat it:

> We can safely use our own “Super Affiliate" formula — a formula that will ensure that, in due time, our sites will rank well.

Important Points:

The formula I have given you works. It never lets me down as it always lead me to the high rankings I have desired. These rankings then lead to lots of traffic and revenues that comes from affiliate sales commissions, my own product sales and/or AdSense income.

But you must realize that great rankings do not happen in step with our own timelines. This is especially true when targeting search terms that are more competitive moneymakers. What is powerful about the Halloween niche is that there are tens of thousands of moneymaking terms that can be conquered in a matter of weeks and months rather than months and years.

I will also mention that once Halloween is over you should fear not ....

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There is no shortage of great moneymaking terms related to other niches that you could land you on page one of Google in a fairly short period of time.

Most aspiring SEO marketers fail because they are either not aware of the powerful formula you are now holding or they attempt to short cut it and thus get slapped by Google.

Video 1: Mojo Traffic Domination Plan & Chapter Overview

The Dance - Show Google Your Site Deserves the Ranking

Another possible difficulty is the fact that Google puts new sites through a *courtship period,* if you will. , that can result in instability and bouncing of rankings. On many occasions my newly launched site shoots straight up to Google's first page where it remains for several days only to be demoted to a much lower ranking (between 40 and 65) shortly thereafter.

If you followed my methods and this will happen to you, remember this …

Nothing went wrong! You did not screw up!

You most likely did everything you needed to do and chances are that, when the dust settles, your site will rank fairly well once again. Exactly how well is hard to say. However, I will also mention that you can make plenty of cash from various search terms which you did not even target. This issue will be covered in the coming pages.

The Homepage Linking Mojo Method

When You Get Kicked Back In the Rankings — Give Google What It Loves

Quality of content is most important to Google and that means unique content that is found anywhere else on the Web.

Let me further clarify:

You will post content to your website that is not found on any other website. Also, once you've incorporated that unique content into your site, you can never use it again anywhere else on the Internet.

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Doing this will ensure that you are giving Google exactly what it wants and loves. If you hate to write, fair enough and I will not try to talk you into it. But in that case you will have to acquire unique content from other sources which will somewhat increase your expenses. Later, in the Business Resources section, I will show you how to find low cost unique content articles.

Back to Improving Your Rankings

The best thing you can do when your site ends up on, let's say, page 4 through 6 of Google is the following:

- *Add one more paragraph of unique text to the bottom of your site's homepage.*
- *Include outbound links to on-topic sites within the new homepage paragraph you just added.*
- *Post one unique article to your site, linking back to your homepage from within its text.*
- *Get one link from another website to point to your new post or page.*

Why does this works?

Google loves unique content and you've just added more to your homepage. Google also loves "fresh content" and since you just added a new paragraph to your homepage, Google now considers it to be fresh.

You also posted one new article to your site which is viewed as more unique content goodness. In that new article you created a properly anchored text link to your homepage and this reinforces your target keyword phrases to Google.

Repeating these steps three or four times in a period of three to four weeks often results in considerably improved rankings. Sometimes it may take several days to bounce back, other times it may take as long as a month or so.

Rankings — the Time Factor & Playing the Numbers Game

Having performed the above, now sit back and allow time to have its positive effect. Sometimes time is all that is needed for improving rankings and it, therefore, makes more sense to leave it alone and work on other sites.

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In the coming pages I will be highlighting the two-phase process which I have been using to take my personal business to the next level. This begins with a plan to launch

a number of sites. The actual number depends on your own goals and so it might be a small network of 10 sites or a large one with as many as 100.

If the rankings for one site simply refuse to budge, you will always have others to turn your attention to. This puts numbers to work in your favor as you will not be placing all your hopes on just one or two sites but rather on a larger number of them. The advantages of this are great and I will explain why later.

For now, simply understand that it is not wise to force rankings with Google. Also understand and trust that the Super Affiliate methods are sound and that they will lead many of your sites to good ranking and consequently to making money. Sometimes that will happen rather quickly while at some other times it may take a little more time.

Video 2: Homepage Linking Mojo & Increasing Early Rankings

Linking & Trust Rank Factors

So, we have discussed content and how it affects online rankings and we have also covered the factor of time. But there are other issues which need to be considered as well:

- How internal linking is structured on your site
- How other sites link to yours
- How much Google "trusts" your site

A major downfall of most online marketers is that they structure their sites in a way that Google distrusts. And without trust, gaining great search rankings is very difficult — actually, I would say, nearly impossible.

Rest assured that if you follow the Super Affiliate SEO Guidelines, your site will get off to an excellent start with Google. Furthermore, since we never really push or force our rankings, we will have a much easier time staying in Google's good graces.

Video 3: Trust Factors with Google & Early Link Building

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Immediate Goal of the SEO Super Affiliate

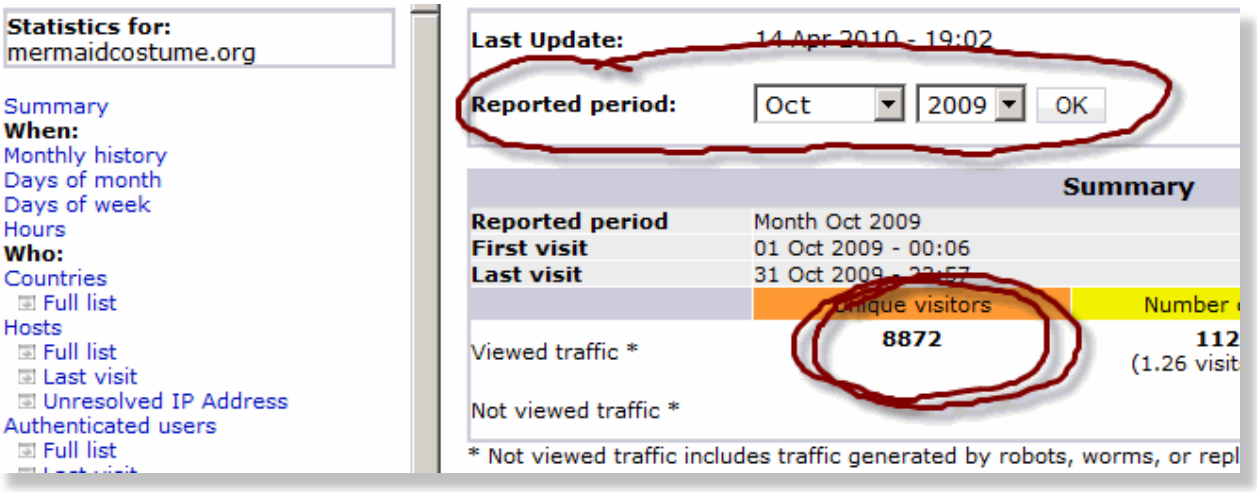
Your initial goal will be to simply launch sites which are well optimized in accordance with the SEO Super Affiliate Guidelines, which will then earn Google's trust and which rank somewhere in the top twenty of the Google search engine.

Once sites are launched we will leverage the Homepage Mojo Linking Method. This helps to establish our site trust rank while also reinforcing our target search term through a powerful internal linking structure. Since we are getting started in early July, you should have at least a few sites online and indexed by August. How many will depend on your experience and how much time you have to invest in creating and launching them.

Gaining the trust of Google and securing fair rankings can result in tremendous online earnings. To be sure that it happens, you will set up homepages which are filled with many "low hanging" (non-exact) keyword phrases throughout the content.

This can often attract oodles of traffic for terms which are related to your target keyword phrase — terms that are more secondary in nature but can still stuff your pockets full of cash.

Let's Further Examine How Traffic Finds Our Sites



In the image above you can see that my MermaidCostume.org site drove 8,872 unique visitors during October 2009 .

How many of those 8,882 visitors do you think came from ranking for:

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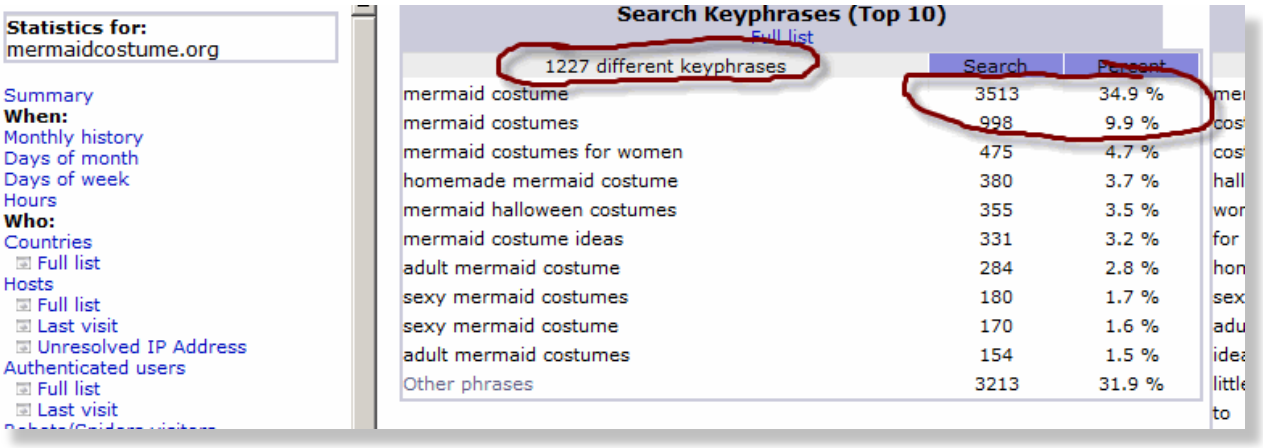
- *mermaid costume*

  or

- *mermaid costumes*

It was actually less than 50% of the total search traffic to my site. In fact, most of the visitors who accessed my site through the Google search engine found my site for related "low hanging" keywords that contained the words "mermaid," "mermaids," "costume" and "costumes."



Thus, most of my traffic came from search terms that are used far less frequently than my target keyword phrase. Simply by gaining trust with Google and by optimizing my homepage for many additional costume terms, I made a killing. If I had pushed too hard for Google ranking when I first launched it in the summer of 2009, my rankings might have been permanently reduced and I would have lost the ability to rank for my specific target keyword phrase as well as the 1,227 other related search terms that attracted the masses in October. In summation, it does not pay to force Google rankings.

Additional traffic sources will be covered in the coming pages.

Below, I have listed small number of the keywords that had been used in finding my site:

mermaid costume
mermaid costumes
mermaid costumes for women
homemade mermaid costume
mermaid halloween costumes
mermaid costume ideas
adult mermaid costume
sexy mermaid costumes
sexy mermaid costume
adult mermaid costumes

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mermaid halloween costume
little mermaid costumes for women
homemade mermaid costumes
mermaid tail costume
girls mermaid costume
women s mermaid costume
homemade adult mermaid costume
mermaid costume adult
halloween mermaid costume
mermaid costume skirt
teen mermaid costume
teen mermaid costumes
halloween mermaid costumes
how to make a mermaid costume
sexy mermaid halloween costumes
mermaid costume for women
fish costumes for women
baby mermaid costume
mermaid costumes for halloween
homemade mermaid
halloween mermaid
sexy mermaid costumes for women
cheap mermaid costume
elite mermaid costume
sexy mermaid costume ideas
plus size mermaid costume
homemade adult mermaid costumes
mermaidcostume.org
women mermaid costume
mermaid costume women
womens mermaid costume
mermaid costume sexy
male mermaid costumes
male mermaid costume
mermaid costume for teens
easy homemade mermaid costume
sexy mermaid halloween costumes
mermaid custume
mermaid outfit ideas
sexy little mermaid halloween costume
toddler mermaid costume
mermaid costume teen
infant mermaid costume
mermaid costume homemade
sexy mermaid
mermaid costume ideas for
sexy little mermaid costume

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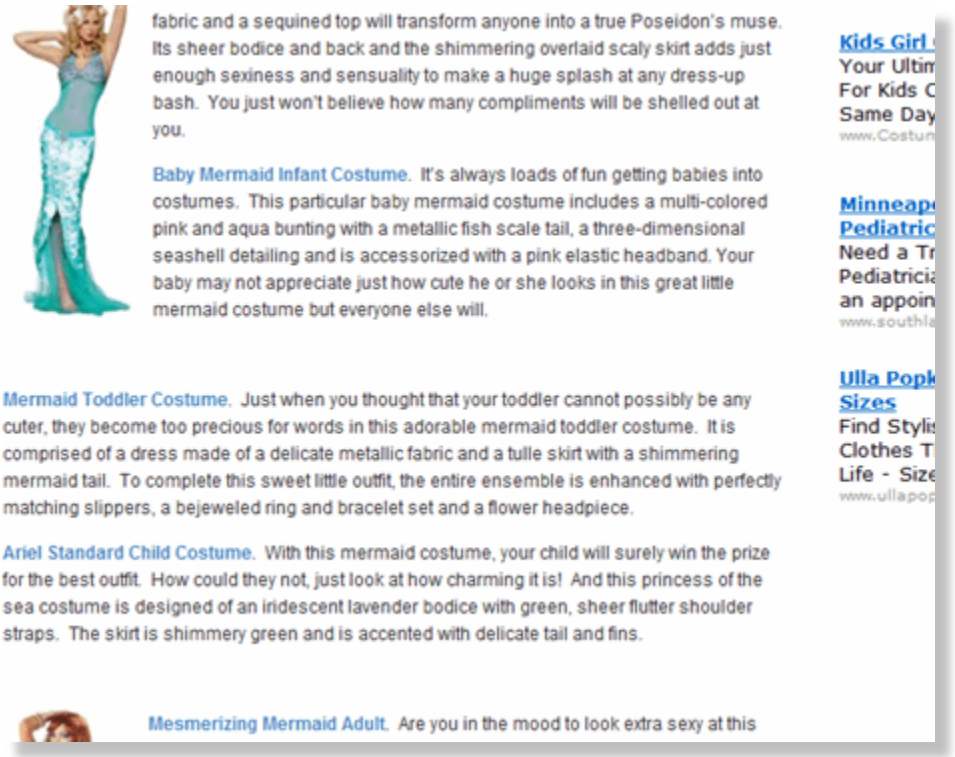
Video 4: Immediate Goals of the SEO Super Affiliate

Homepage Domination & the Low Hanging Keywords

What exactly did I do in order to obtain such great site and homepage rankings? I simply focused on the Super Affiliate SEO Guidelines by giving Google lots of unique content that was filled with many relating keywords which described the actual products I was promoting.

Thus, your immediate goal is NOT to strive for a number one Google ranking but, rather, to get in its good graces by feeding it what it loves most.

There is no need to fire up a keyword tool or run to the Google AdWords Tool. Just describing the costumes in detail will result in the kind of traffic you are after — traffic which converts. After your site has been online for a period of 3 to 6 weeks, you can begin to build links to slowly nudge the rankings even higher. The trick here is not to push too hard, but just enough to move up the rankings without getting slapped down. Later in the course we will cover the linking technique which will include instructions about how to link, how often and when.


fabric and a sequined top will transform anyone into a true Poseidon's muse. Its sheer bodice and back and the shimmering overlaid scaly skirt adds just enough sexiness and sensuality to make a huge splash at any dress-up bash. You just won't believe how many compliments will be shelled out at you.
Baby Mermaid Infant Costume. It's always loads of fun getting babies into costumes. This particular baby mermaid costume includes a multi-colored pink and aqua bunting with a metallic fish scale tail, a three-dimensional seashell detailing and is accessorized with a pink elastic headband. Your baby may not appreciate just how cute he or she looks in this great little mermaid costume but everyone else will.
Mermaid Toddler Costume. Just when you thought that your toddler cannot possibly be any cuter, they become too precious for words in this adorable mermaid toddler costume. It is comprised of a dress made of a delicate metallic fabric and a tulle skirt with a shimmering mermaid tail. To complete this sweet little outfit, the entire ensemble is enhanced with perfectly matching slippers, a bejeweled ring and bracelet set and a flower headpiece.
Ariel Standard Child Costume. With this mermaid costume, your child will surely win the prize for the best outfit. How could they not, just look at how charming it is! And this princess of the sea costume is designed of an iridescent lavender bodice with green, sheer flutter shoulder straps. The skirt is shimmery green and is accented with delicate tail and fins.
Mesmerizing Mermaid Adult. Are you in the mood to look extra sexy at this
Kids Girl
Your Ultim
For Kids C
Same Day
Minneap
Pediatric
Need a Tr
Pediatricia
an appoin
Ulla Popk
Sizes
Find Stylis
Clothes T
Life - Size

In the image above you can see that the homepage for MermaidCostume.org is filled with many keywords for which consumers would be searching when looking for a mermaid costume. Such keywords may include:

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- shimmering
- splash
- dress-up
- baby
- toddler
- child
- adult
- green
- sea costume
- outfit
- headband
- and many more

Creating such a keyword rich content is easy yet profitable. Find three or four costumes to post to your homepage and simply describe them in detail. You should include colors, sizes, buying keywords such as: buy, order, purchase, store, coupons, discount and so on.

Doing that will result in the unique content that Google loves and as it's also based on the products that you would like to sell, it will attract motivated traffic. The outcome will be great!

Video 5: Keyword Rich Homepage (and inner page) Domination

Additional Traffic Streams, Google Images, Yahoo & Bing

Another perk of being an SEO Super Affiliate is that we can potentially attract massive traffic from the Google Images site. This is especially true during Halloween because costumes are, after all, very visual products and make such fun images.

Buy simply adding images to your site and by endowing them with relevant *alt text* will most likely get them indexed by Google Images. And this can be a huge source of FREE traffic.

Video 6: How to Add an Image with On-Topic Alt Tags

Bing, Yahoo, Social Sites, YouTube & Smaller Video Sites

Follow the SEO Super Affiliate and your site will also be primed to receive traffic from not only Google and Google Images but also from other leading search engines such as Yahoo and Bing.

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Last year, Yahoo and Bing sent an impressive amount of traffic to several of my sites. But I also leverage social media sites for building links which usually adds a good stream of traffic to my websites.

So remember not to get discouraged even if your Google *target keyword phrase* rankings are not quite as good as you would like them to be. Your sites will still drive a tremendous amount of traffic, as long as you follow the guidelines presented within this course.

In the coming chapters we will focus on various ways to build links. This will help to drive even more traffic to your sites.

Video 7: Traffic from Bing, Yahoo, Social Sites & Video Sites

Tips on SEO Rankings, Traffic & Earnings

As we move on to Phase One you will begin to create and launch various niche marketing websites that target Halloween costume sales and related Halloween products. You might think that the best domain names and keyword phrases would be the most popular evergreen type costumes such as vampire, fairy, witch, etc.

Certainly, these search terms will drive a whole lot of traffic. But it's also important to realize that Google rankings are ultimately MORE IMPORTANT than how much search volume a term may attract.

After all, if the term "vampire costumes" drives 1,000 visitors a day but your site is ranked at number 89 for that term, the amount of traffic does not really matter much. In fact, most niche marketing traffic and thus income will come from terms with little to no competition.

And no competition leads to easy rankings, traffic and sales.

Last year about 55% to 60% of my Halloween profits came from brand new sites that were launched during the summer of that year. My two best performing sites were for "odd-ball" type costume searches, one of them being SpockCostume.com.

So, please keep all that in mind when choosing the keyword phrases and domain names to target.

Video 8: Ranking Ability, Traffic, Sales and Commissions

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Phase One: The Mini Site Strategy

Super Affiliate Phase One & Two Overview

Over the last ten years I have made it my business to study how Google ranks web pages. I have personally experienced top Google rankings as well as its mighty wrath. I have tested, tweaked, semi spammed and gotten de-index. But along the way I have also made lots of money.

It's been an priceless education that led to the development of my simple but extremely powerful SEO Google Ranking system which I have been leveraging now for about two years.

I first taught a similar version of the SEO Google Ranking system when I launched Commission Ritual. Thousands of people were able to leverage this early version with high ranking sites that drove traffic and made them money.

Then I began studying various methods in which I could automate my SEO niche marketing business and came up with a handful of methods called "batch processing" which I incorporated into my Auto Content Cash course.

Perceiving the power of launching niche sites that target less competitive terms, I ended up launching hundreds of new sites and hugely increased my income. Many of these were seasonal niche sites (Halloween, Christmas, etc.) and some targeted products available at Amazon.com. I was essentially creating what I now call "Phase One" of my SEO niche marketing master plan.

The Better Way to Get Started is with Free SEO Traffic

Phase One of my Super Affiliate system simply takes advantage of the fact that Google loves keyword driven domains by picking up those which have relatively low competition.

The sites that leverage my Super Affiliate SEO Ranking system are able to rank very well right out of the gate, even with very little link building which frees you up to launch more sites which get good rankings and drive hoards of traffic.

Many newbies so determined to get great rankings that they build too many links too soon or add too many pages too quickly and end up with Google penalties. Having

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numerous websites to focus on and spreading the pages and links over them all, avoids getting in trouble with "Big Brother" Google.

Always remember that we are not attempting to coerce or trick Google to give our sites great rankings. But we are providing that which Google loves and, therefore, rewards us for it.

How do I know all this?

I have studied Google documents, patents and the Google Webmaster Guidelines numerous times. And these are written texts which clearly outline exactly what Google looks for in websites.

> I recommend that you eventually take the time to read and study the Google Webmaster Guidelines. But until then I assure you that creating websites according to Halloween Super Affiliate will result in high rankings, as I have covered these guidelines for you.

Link: Google Webmaster Guidelines

Thus, Phase One helps you build sites that rank well, drive traffic and make money from the get-go. That is literally unheard with other systems.

Since this process can be repeated over and over again, you can begin to build up a small or large network of sites.

However, the game plan is not to indefinitely launch site after site you are blue in the face.

After a period of time we need to pause long enough to review our work, watch for "authority" or "money signs" and to review site performance.

I have said it many times but it bears repeating:

Great rankings are made up of the following:

- Content (the more SEO optimized the better)
- Links (how pages link to other sites is massively important)
- Time (great rankings are like fine wine, they get better over time)

Since you will spread your efforts across multiple sites during Phase One, you will also be creating and launching many sites that will have a chance to age and become more

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powerful in due time (Google Time). This will give you the opportunity to test out various markets and keyword phrases.

Always remember that making money online is very much like a numbers game and so instead of figuring out which niche markets will make more money you'll roll out a bunch of sites. In the end, these sites produce data which is 1000 times more powerful than research itself.

It's Not About the Page Rank (Time, Trust and Growth)

When Google was first created, its search engine algorithm primarily factored in the method by which one site links to others and the frequency. Sites that had more links pointing their direction would often rank higher. This concept was was simple yet sound.

If many sites linked to a particular site, it must offer something of value.

More links from various sites = more approving votes = higher rankings

Pre-Google search engines, by the way, primarily focused on what is known as "O*n Page SEO"* which was easy to manipulate.

> What Is On Page SEO?
>
> This refers to implementation strategies to optimize the position of a website in search results for particular words or phrases. This type of search engine optimization is much easier to control as your only concern is your own website, its content and the placement of various HTML tags.

While On Page SEO resulted in easy ranking for just about any website, including spammy types, Google algorithm sought to rank only quality sites by tracking their inbound links.

However, clever webmasters learned to attain high rankings through spamming links which still resulted in low quality sites ranking well. So, Google fought back and came up with a new algorithm which is now based on trust instead of pagerank and On Page SEO.

In order to rank well today, Google must first trust your websites. But don't you worry, just following the Ranking Guidelines and your sites will do just fine.

So how exactly do we rank well with Google today?

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The process is actually very simple. We launch sites as prescribed in the Ranking Guidelines and we avoid taking extreme measures:

- We do not add hundreds of content pages all at once.
- We do not build hundreds of links in a short period of time.

Or else you will arouse Google's suspicion, lose its trust and be banned off its page one listings. This is also known as getting Google Slapped and it's exactly what we want to avoid.

Instead, gradually adding content and links will prevent you from tripping a Google filter. Your sites will gain more and more trust and in due time also good rankings.

Today, Page Rank has taken a backseat to Trust Rank.

Phase One keeps your sites safe because it directs you through the process of pleasing Google. Once you advance to the Phase Two tactics, you will have the ability to leverage many sites which age very nicely.

Video 1: Phase One & Two Intro

The Super Affiliate Two Phase System: Proven, Effective & Works

You should know that this system is NOT based on mere theory or untested presumptions but rather on real results which I have gotten. In the summer of 2009, I began to implement Phase One across dozens of niche markets and the process continued for about four months.

By mid winter 2010 I started on Phase Two and the results have been tremendous as rankings improved, traffic increased as did the earnings. Remember, the goal is NOT TO launch site after site.

The goal here is to launch a network (large or small) of sites on which to focus over time. This is what I am currently doing and you can take comfort in knowing that you and I are in the same boat.

The bottom line is that sites that my sites earning more and more over time.

Any Market, Any Niche (Affiliate Sales or AdSense Income)

Although this course is geared toward making money during the Halloween spending spree, its teaching can be easily applied to any online niche market where people are searching for products and/or services.

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In the coming weeks and months you will be, in essence, mastering the foundation of the SEO niche marketing business.

Video 2: Proven, Effective, Plain Works – In Any Market

Three Month Goals & Creating Your Plan of Attack

Goals are very important to have and they should be specific. A goal such as "I want to make money" is far too broad to focus on. You should also be realistic in your expectations when creating them.

If you are just getting started, have never made a cent online and have little knowledge about creating websites or using WordPress that is just fine. However, your goal should be in line with you your personal stance. A great beginner's goals would be as follows:

1. **Master the basics of WordPress so you are able to launch a website.**
   Two to four weeks - depending on how much time you will spend on your online business during the summer months.

2. **Launch five websites targeting the Halloween costume niche market.**
   Two to four weeks - again depending on how much time you will spend and how much effort you will exert on your online business during the summer months.

3. **Revaluate your results once these goals have been achieved.**

The goals listed above would be excellent for those just getting started but by the fall, newbies will be newbies no longer because they will be able to launch sites targeting niche markets. Besides, they will have a handful of sites launched and ready for the Halloween frenzy.

For those of you with more experience, your goal should likewise be very specific and you should take into account the amount of time you have to work on your niche marketing empire during the summer months.

Regardless where you are with your online marketing adventure one thing will remain a constant: your earnings will always depend on how much content you publish to the web and how well your sites and pages rank for the various keyword phrases you target.

Practice makes perfect! The more you do this, the better you will become at choosing niche markets, keywords and keyword phrases as well as using WordPress and all the skills needed to dominate search engine optimization.

Bottom line: Set goals for yourself over the coming months.

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- Where do you want to be by August 1?
- Where do you want to be by September 1?

To generate good income during Halloween, the majority of the work should be done by October 1 and repeated likewise each and every year. Halloween Super Affiliate comes equipped with a goal setting report which you can use to document your personal goals in relations to this course. Print it off and work on it right now.

Video 3: 3 Months Goals – October 1rst

Launching Your First Batch of Sites

Halloween Super Affiliate is packaged with several reports that can help you to stay organized including the Super Affiliate Goals Report mentioned above.

The Halloween Super Affiliate Desktop Reference should also be used to help you manage your time and energy for optimal efficiency and effectiveness. It will also help you to stay organized while ensuring that you build sites in concordance with the Halloween Super Affiliate system. So, please print it and then have it sitting conveniently at your computer work station.

Sites Batch Launching Process

I recommend that you launch each site as specified in the SEO Super Affiliate Guidelines. Therefore, each site must have unique content and outbound links on the homepage (within the text) and incorporated into the links section. Each site needs to be optimized for the target keyword phrase and this too is spelled out in the SEO Super Affiliate Guidelines.

Once the site has been launched online, you should create one or two mini articles to be posted to one or two of the announcement blogs in Article Underground / Blogging Underground. This process will get your sites indexed in due time which, on the average should take about one to seven days.

Video 4: Staying Organized, Reports & Staying On Track

Two *Phase One* Strategies for Halloween

As I have already assured you, these tactics are based on actual results which I derived last year during Halloween and I have made a “bare bones” version of the blueprints available to some of my closest customers in the summer of 2009.

While the core focus was nearly identical for me and those who leveraged my marketing blueprints, there were a number of subtle differences. This is evident when comparing

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Aidan Booth's game plan to my own. Please note that they were both powerful moneymakers yet somewhat different.

Brian G. Johnson's Halloween Battle Plan of Attack

Last year was the first time in about two or three years that I was able to spend a considerable amount of time promoting costumes. Having already made great money for a number of years, I knew that the extra time that I invested into the niche would return even greater affiliate commissions and AdSense income. Knowing that the niche pays well and that small, exact phrase domains would rank fairly well even with minimal link building, I set much longer term goal.

> *My goal was to get as many domains ranking in the top twenty of Google as possible. This goal was based on my aspiration to have a large number of sites ranking OK, rather than a fewer sites ranking fantastically.*

Why did I choose to go for many sites that had average rankings versus few high ranking sites?

I want to remind you that I've already said that great rankings were based on the following:

1. Content
2. Links
3. Time

I knew that by launching a great number of sites in 2009 I would be setting myself up for tremendous success for years and years to come and that this method would put time in my favor. By the end of Halloween last year, I had over 100 new sites online with 25% to 35% of them making great money from their positions five through twenty of Google.

I was right because time has been working across all my Halloween sites and they are moving up the rankings. These new sites generated around 500 or so costume sales last year and this year I would expect them to generate a whole lot more.

One powerful aspect of this plan of attack is that it relied far less on link building and many sites made me great money with less than a handful. Remember, I was happy with sites that were ranked anywhere in the top twenty between the months of August and Mid September and so I left them alone.

As the peak buying Halloween season (September 25 through October 25) drew closer, I focused my efforts on sites which were on page two of Google. In other words, my goal was to pay closer attention to sites that were almost on page one.

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Video 5: Brian's Phase One Battle Plan

Aidan Booth's Halloween Battle Plan of Attack

I had spoken with Aidan about Halloween on several occasions and learned what he did and how his plan of attack differed from mine. Of course, much was the same but the core difference was heavier link building, fewer sites and higher rankings.

Aidan set out to create about five sites for Halloween in early August of last year. Within weeks of launching his first few test sites, Aidan started generating commissions. So, he continued launching small batches of five sites for the next four to six weeks.

At about mid September, Aidan began focusing his efforts on the sites he had already launched. You see, his goal was to have as many high ranking sites as possible, while mine was to more sites with the average rankings we spoke about.

Aidan ended up launching 27 sites in the Halloween niche in 2009 and most of those (more than twenty) were ranking on page one while I launched about three times that many. While my earnings were considerably higher that of Aidan's, so were my expenses.

Estimated Domain Expenses:

Brian: $1,125

Aidan: $243

Your Expenses Moving Forward

Avoid worrying too much about your start-up expenses and here is why …

You might spend about $40 or $50 dollars launching a handful of sites but they might also generate that amount or more in just a few weeks of launching. This can help you fund new domains and launch more sites. Your initial expense will most likely seem minor once you see the great results of your labor — results such as good rankings (Google, Yahoo or Bing), high traffic, sales and income.

Which Phase One Method Is the Best?

Both of these methods are really powerful and work great. Neither is better than the other, it's a matter of personal preference. I launched another massive batch of sites after mid October. After all, Halloween comes each and every year and I want to be prepared. You might want to do the same.

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Video 6: Aidan Booth's Phase One Strategy

Vary Your Effort Across Different Keyword Phrases (domains)

As you enter into Phase One and begin to build your network of Halloween / Costume sites I advise you to launch sites targeting different types of terms.

Example: Current Year Hot Costumes (such as Mad Hatter)

This year, Johnny Depp played the Mad Hatter in the 2010 Alice in Wonderland film. You can bet that Mad Hatter costume in particular and Alice in Wonderland costumes in general will be big hits this year. These types of hot buzz costumes can generate great profits as they are easier to rank for than say evergreen costumes which are popular year after year:

- Vampire
- Witch
- Ghost
- Princess
- Etc. …

These may not be the hot buzz costumes of the year but they do bring in very nice profit year after year. You might, therefore, launch a site targeting princess costumes which may only do fair this year but come next year, it would have aged and improved greatly. And you won't even have to work on it.

My number one Halloween site last year generated well over $2,000. I spent zero time on it, but it's my authority site which had been online for a number of years.

Video 7: Vary Your Target Keyword Phrases

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Phase Two: The Authority Site Strategy

When I launched Commission Ritual in the summer of 2009, my goal was to create a product that highlights my "affiliate marketing" strengths and focuses on driving affiliate sales.

I do believe that achieve my overall goals although the course took a slightly different direction than I had anticipated. Commission Ritual became known as the "mini site formula course." That was due to the fact that much of what I taught enabled people to launch mini sites which ranked quickly and made money nearly out of the box.

However, I must confess that my affiliate income is derived from mini sites as well as sites which are based on the authority model. These are much larger in scope, they have many more inbound links and they are generally slower earners. But once the earning begins, they can make ten times more that mini sites can.

Mini Sites and Authority Sites Are Effective

When it comes to online marketing, both mini sites and authority sites are very powerful. Each type has its own set of advantages and by creating a plan of attack that combines the two is highly advisable.

Note: All authority sites started out as mini sites. As long as you can avoid being Google slapped, allowing these sites to age well is quite important.

Instant Authority & $1,000 Monthly

Years ago, I was heavy into the cell phone niche market and I remember launching a site which targeted the term:

- *used cell phone*

At first it was a one page mini site on which I very little time building links and then walked away from it. The same site went on to earn anywhere from $50 to $100 every month and I allowed it to ride it out for a period of 8 to 10 months. All the while it was gaining more trust from Google and therefore more power.

I then spent a hundred bucks or so and on unique content. As soon as I added the new content into the site; its traffic peaked, its ranking improved and the income it was generating earlier increased dramatically. Within several months it was earning about $1,000 monthly.

The above is a great example of how Phase One and Phase Two work well together. Phase One helps drive traffic and make money quickly while also aging a large number

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of sites. Later, several sites are selected for growing into authority sites and this is what Phase Two is all about.
Video 1: Phase Two – Authority Site Overview & Thoughts

Long Term Strategy

It takes several months to develop authority type sites. Depending on the niche market and the competition level, it may take anywhere from 9 to 24 months before a site reaches its full authoritative potential for ranking, driving traffic and earning.

In the interim, these types of sites can still drive plenty of traffic and made great deals money. However, timing has to be taken into account and this is where most wannabe marketers fail.

They sign up with a new course about SEO and they get excited reading and taking in all the information. They then set out to launch a few sites and start waiting for the promised results. The waiting time is where most people get in trouble.

This will not happen to you because with Phase One, the waiting is abbreviated as mini sites begin generating income rather quickly. But you still have to be realistic with you expectations.

Video 2: Authority Model & Time Considerations

Homepage Linking Mojo Part Two – Authority Mojo

What is most important to Google when evaluating websites?

Google views quality content which helps web surfers as most important. If you intend to focus on one authority site and hope to push amazing amounts of traffic, then your primary goal during the "building" period should be great content.

And since you will be investing time and energy into one site over an extended period of time, it just plain makes sense to use original / unique content that is not found anywhere else on the Internet.

In the previous pages I spoke about the Homepage Linking Mojo method to help improve the rankings of your site's homepage through SEO optimized site navigation. When adding new posts and/or pages to any site, you should continue using this method as it has the power to double the effectiveness of your site:

1. Improves the Homepage Ranking

2. Add Additional Posts / Pages for Increased Traffic

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Adding quality content to any site you own improves its overall value which, in turns, impacts the site ranking, traffic and earning power. Understand that there is really no right or wrong way to add quality content to your sites. You might concentrate on a single site for several weeks to add dozens of pages or posts. Or you might wish to add content slowly over time.

I often spend a week or two on one site adding a fair amount of content. I then take some time building links (we will go over link building in the next section) and walk away knowing that it will take a while to for the ranking process to kick in. There should be no major rush or panic when you already have dozens of mini sites driving traffic and making money.

At some later point I will begin to slowly add more content to the site in question, which by then already has a fair amount of content (15+ pages and/or posts) and some solid links pointing in its direction. It is only a matter of time (Google time) before the site rankings begin to improve.

Video 3: Authority Model & Content Consideration

Syndicating Video for Massive Exposure & Links

While most SEO experts speak about building links and their importance, they often brush past the effect of getting your site name published on dozens of other sites across the net.

Media is a great way to push out content which other sites will gladly incorporate and give you credit for. Videos and podcasts are fantastic examples of such media. Today, it is surprisingly easy to create a video relating to your site and then to quickly and simply syndicate it to dozens of video sites.

This process has an incredibly powerful effect on search engine rankings as it results in dozens if not hundreds of links from a wide variety of sites. Some of the sites which pick up your media (video, podcast) will link directly to your site while others will only post your site's URL or domain address. Either way is very effective.

Let us now talk about various ways in which you can create the media to publish to those other sites.

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The Power of Video

Don't think you need to create a masterpiece video because you really do not. And you may be shy about having your face displayed on the Internet. I would urge you to get over that as quickly as possible because there are all types of average looking people making video work for them on a number of levels.

How badly do you want to make money online?

If you want it bad enough you will always keep an open mind about performing tasks which may not be your favorites and creating videos might be one of those. That being said, I will also give you alternative options such as creating screen capture video along with your voice but not your face.

Let me tell you, some of my early videos were terrible:

My first video (link below) features me reading a script. This is something I no longer do because it's so very boring.

My second video features me with funny hair and my classic "elf defense" T-shirt. This ultimately taught me to brush my hair before getting in front of the video camera and maybe wear something a little more grown up.

Early Videos from Brian G. Johnson

- Watch me read a script
- Funny Hair / T-shirt Day

Both of these videos were learning experiences. Chances are that your first few videos will not be perfect either but that's perfectly OK because, with practice, they will get better just like mine did and just like anything else in life does.

Video 4: The Power of Syndication & Video Marketing

Point & Click Video Creation Sites

Those of you who would rather not worry about software or putting yourself on camera can use services such as Animoto, Slideroll or One True Media. Any of these will enable you to easily create fun little videos which are based on images and pictures.

These sites are very intuitive. You only need to add a few images; select a music track or a theme and your videos are complete. Below, you will find a list of a number of popular sites which you can begin using right away.

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Note that each of these sites has its own Terms of Use — be sure to read and fully understood them. At the time this document was created, I had queried One True Media about "commercial use" but have not heard back yet:

- Animoto
- Slideroll
- One True Media

Video 5: Point & Click Video Creation

Uploading Tactics

Making money online is all about working smart. Therefore, let's talk about the actual process of uploading your videos.

When first getting started with video marketing, I focused on YouTube.com and spent most of my time on that site. Today, I continue to focus my efforts on YouTube.com simply because that is where most other people are as well.

Eventually I learned about the power of syndication. By using a free service called TubeMogul.com, I could upload my videos to about 15 sites in the same amount of time it takes me to simply upload it to just YouTube.com.

You could (and should) sign up for TubeMogul.com yourself. Syndicating 5 to 10 videos per site using this great service will greatly improve your search rankings over time. Below is a list of the "best practices" you should adopt when adding your videos to TubeMogul.com.

Following these guidelines will get you more incoming links and your site domain will be tagged on social video sites which helps your site gain TRUST with Google. In due course, this will result in better Google rankings, lots of free traffic and more cash.

a. Your Video Title:
Always make sure that you're targeting actual search terms. When uploading videos, the search term should always be added into the video title.

b. Your Video Description:
Be sure to always include your site's full URL at the beginning of the video description. This will result in links at many of the social video sites and the possibility that, after watching your video, users will click over to your site.

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After the site's full URL, include the same keywords which you entered into the video title. This will help your video rank well for the given keyword phrase.

c. Make Use of Tags
Most social video sites make great use of tags. Thus, you must be sure that your video is found on tag pages and that the tags are based on the term you are trying to rank for.

If I was to upload a video for my own Commission Ritual course and my site was CommissionRitualBonus.com (it's not - just an example), I would then use the following tags:

> *CommissionRitualBonus.com, commission, ritual, bonus, review, commissionritual, brian, johnson, marketing, affiliate, money, seo, affiliates,*

Note: Most sites require commas (,) to separate each tag.

Video 6: Uploading Video Tactics

Addressing Common Concerns About Videos

1) Pros and cons of using free (i.e., CamStudio or Jing) versus paid (i.e., Camtasia) video creation software.

Let's talk a bit about the types of videos you might create and then break down possible purchase scenarios.

Traditional Type Videos (you in front of camera) —
If you plan to get in front of a video camera, then I recommend buying video editing software instead of using the free software that is installed on your PC (Windows Movie Maker or Apple iMovie).

I would suggest picking up flip camcorder (HD Mino or regular Flip Mino) and be done with it. You do not need a better MIC as the audio that is built into flip cameras is quite sufficient for these types of videos.

Screen Recording Videos —
Assessing how often you would be creating these types of videos will help determine whether you should buy software or simply use the free open-source software that is available online.

The nice thing about buying software (Camtasia, anyway) is that they have very good phone support which I have used one than once. This may be important to you but do try to prioritize the expenses for your Internet marketing business.

> *For example:*

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If your funds are limited but you can afford to spend about $150 a month, then I would advise you to first get access to Article Underground for the link building process which you should unequivocally use more often than anything else. The next expenditure should probably be on the acquisition of Camtasia.

Online Video Creation Sites

Lastly, thing about online sites such as Animoto. You can get three months worth of the highest level of service which allows commercial video creation for about $100.

With these types of services you do not need to worry about editing videos and that will save you both time and money as video editing software costs around $100. However, these types of videos are not very creative and they look more like commercials rather than content.

Bottom line is that you need to divert your funds where they would be most useful. If you intend to make a ton of videos, then get yourself hooked up with all these options as well as Traffic Geyser (more on that to come).

2) Suggestions for a good but inexpensive microphone to use.

I have told you earlier that there is no need to purchase a MIC to supplement your flip camera. However, getting a headset with a built in MIC which should not cost more than $40 is a great investment because you'd be able to use it for webinars as well as recording your voice or someone else's, for screen capture recordings and much more.

3) The need for background music and some recommended sources.

I say that you should forget background music. Begin your process with simple and basic videos that focus on quality content. Having gained sufficient experience, you can then start incorporating background music.

Video editing software such as Pinnacle Studio comes packed with music, sound effects and plenty of wiz bang effects.

But keep in mind that, as long as you provide solid content, most people couldn't care less about all these gizmos.

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I prefer just getting in front of a camera to share some ideas about a specific topic and ignore all the rest. I suggest that you do the same, at least in the beginning. Do your recording and get it on YouTube. Leave the fancy unessentials out.

Later you can add watermarks for branding your videos with your domain names and then maybe also editing several videos together.

Take small steps at a time while keeping the initial goal of producing content in mind. Whether it comes in the form of articles, videos, audio files or whatever else; quality content is the name of this game. With so very much to learn you will want to pace yourself and to avoid overly complicating it. This gives you the best chance of seeing results right away. You already saw how bad my first videos were but you can later improve on yours.

4) Pros and cons of using free (i.e., TubeMogul) versus paid (i.e., Traffic Geyer) video submission services.

TubeMogul really cannot be beat. It is free and offers a variety of additional tools to syndicate your videos across multiple video sites. If you are just getting started with video marketing begin with TubeMogul. When you eventually find yourself creating a whole lot of videos, I would suggest upgrading to Traffic Geyser.

Traffic Geyser offers further syndication and many levels of service which I have not seen anywhere else. Not only will Traffic Geyser syndicate your videos across multiple video sharing sites but they also convert them to mp3 and transmit those to various online podcasting sites.

This results in some easily to obtained backlinks from powerful sites. I believe that this feature alone makes it worth the investment. Furthermore, Traffic Geyser continues to roll out new features and one of those allows you to transcribe your video files or mp3 recordings.

In short, Traffic Geyser is hugely beneficial but it does involve added expenses.

5) Suggested video saving format for most effective compatibility with video sites.

MP4 or Windows Movie Format is fine.

6) Suggested length of each video.

Less than ten minutes.

7) Enticing people to watch your videos versus just getting backlinks.

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Focusing on your targeted keywords will get your videos ranking well in search engines. To start with, use terms with fewer than 500,000 Google results.

Note: The higher quality your videos are, the more people will want to watch them. This is especially true on YouTube.com where people will get to know you and and IF you create videos on subjects they really care about.

If you are creating videos at Animoto, do not expect anyone to be pulled into your videos because they won't. However, these videos can still be used for link building and strengthening your rankings.

8) Embedding YouTube videos into your site and streaming videos from it.

I suggest that in the beginning you focus entirely on pulling in videos from YouTube.com. Steaming videos on your own sites is a bit more technical it takes up lots of disk space and bandwidth.

However, if you're going to create screen capture videos with Camtasia you can output and embed them into HTML pages. This makes it easy to upload to your own site but you can also "view source" to easily copy the code and then paste into your sites.

Get Started with Small Steps First

Usually, the hardest part of any new project is getting started. If you have no experience at all, then start with small steps. Use Animoto or a similar service to familiarize yourself with TubeMogul.com.

Be sure to watch the entire webinar for further details about getting started with online videos.

We just covered a tremendous amount of information regarding video creation and syndication. But never lose sight of your primary goals and avoid being sidetracked.

There is only so much anyone can absorb at any one time. If you are just getting started online then you may want to bypass videos for now rather than getting stuck there for too long.

This Halloween, you can easily do very well with Phase One alone and that is what I did last year with terrific results. For those of you who want to explore video creation, I urge you to use all that was provided above.

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Creating Authority and Key Points to Remember

Now, let me reiterate a few important facts:

- Creating an authority website takes months rather than weeks. Rushing it will only enrage Google and in a way of retaliation, Google will penalize your sites by lowering its rankings or by de-indexing it.
- Google loves quality content and that is want you should give it.
- Any authority site should have a minimum of twenty five pages or post and as many as one thousand.
- Once you've mastered WordPress, content creation and link building; you might want to look into video marketing.
- The last element of any authority site plan of action is link building. The following section is filled with powerful strategies to help you build links which in turn will push up your rankings.

Just Do It!

Video 7: Tips for Video & Final Thoughts on Authority Sites

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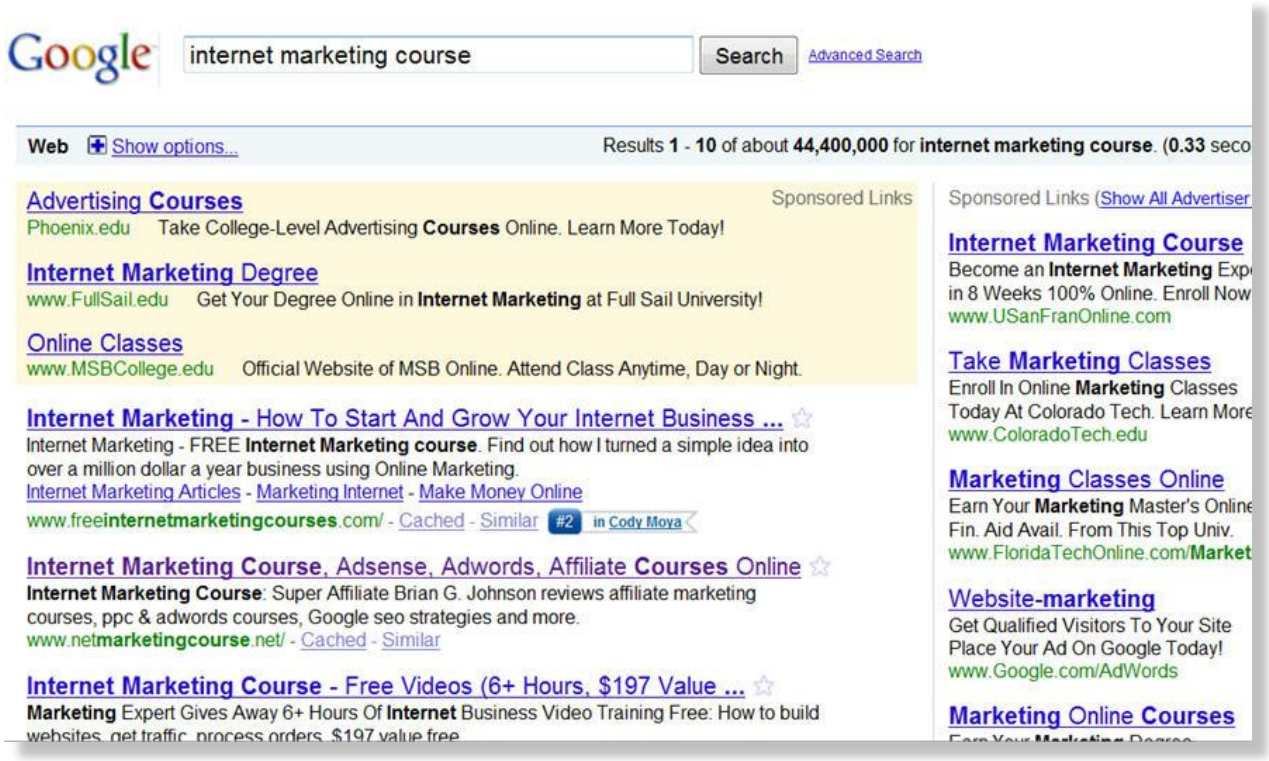
The SEO Mojo Link Building Strategy

Great rankings are not hard to achieve but it does takes some effort in order to see the results you are after. However, by using the methods contained within Halloween Super Affiliate you can rank in the top ten for any term you want.


Google
internet marketing course
Search
Advanced Search
Web
Show options...
Results 1 - 10 of about 44,400,000 for internet marketing course. (0.33 seco
Advertising Courses
Sponsored Links
Phoenix.edu Take College-Level Advertising Courses Online. Learn More Today!
Internet Marketing Degree
www.FullSail.edu Get Your Degree Online in Internet Marketing at Full Sail University!
Online Classes
www.MSBCollege.edu Official Website of MSB Online. Attend Class Anytime, Day or Night.
Internet Marketing - How To Start And Grow Your Internet Business ...
Internet Marketing - FREE Internet Marketing course. Find out how I turned a simple idea into over a million dollar a year business using Online Marketing.
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Internet Marketing Course, Adsense, Adwords, Affiliate Courses Online
Internet Marketing Course: Super Affiliate Brian G. Johnson reviews affiliate marketing courses, ppc & adwords courses, Google seo strategies and more.
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Internet Marketing Course - Free Videos (6+ Hours, $197 Value ...
Marketing Expert Gives Away 6+ Hours Of Internet Business Video Training Free: How to build
Sponsored Links (Show All Advertiser
Internet Marketing Course
Become an Internet Marketing Exp
in 8 Weeks 100% Online. Enroll Now
www.USanFranOnline.com
Take Marketing Classes
Enroll In Online Marketing Classes
Today At Colorado Tech. Learn More
www.ColoradoTech.edu
Marketing Classes Online
Earn Your Marketing Master's Online
Fin. Aid Avail. From This Top Univ.
www.FloridaTechOnline.com/Market
Website-marketing
Get Qualified Visitors To Your Site
Place Your Ad On Google Today!
www.Google.com/AdWords
Marketing Online Courses

The screen shot above confirms this fact as it shows that my site, NetMarkeitngCourse.net, is ranked #2 for the highly competitive term "Internet marketing course."

This phrase returns over 44 million results in Google and you can bet that many SEO experts are desperately trying to rank for that term as it is very profitable. My site reached page one of Google for this term in less than 12 months, within 16 months it was in the top three positions and it has been rock solid every since.

Again, Great Rankings Are Made Up of the Following

1. SEO Optimized Content
2. Links Pointing to the Website
3. Time

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It is really as simple as that! In the coming pages I will outline methods which you can implement to easily dominate in the search engines. Let me be frank — my methods work as they are wickedly powerful and they can help you achieve any realistic goals you have set for yourself. However, you must focus, you must stay on track and you must prioritize your efforts.

I want you to succeed. I can give you all the blueprints, the tools and the methods you will ever need. But I cannot do it for you, as you must be the one to make it happen by taking the necessary action.

Video 1: Links An Important Aspect Of Great SEO Rankings

Methods to Push Ranking While Staying Out of "Google" Trouble

Earlier I had mentioned that Google filters high ranking sites when it does not trust them. To determine trustworthiness, Google scrutinizes link growth and the location from which they are coming.

Example:
If you were to only use social bookmarking as a way of link building, then it would be fairly easy for Google to determine that the links to your site were not of high quality. After all, it is not very natural for a website to have dozens of links from social sites but none from other sources like blogs, video sites, directories, etc.

Your goal when building links to your site should be:

- From different types of sites (blogs, social sites, bookmarking sites, directories, video sites and more).
- Link growth should be slow and consistent and this is especially true for newly launched sites.
- Focus on quality of links rather than quantity.

Let's look a bit deeper into these three aspects of link building.

Video 2: Natural Linking Patterns & Staying Out of Google Trouble

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Variety of Sites

The more varied your links, are the better. Therefore, the Mojo Link Building plan of action contains methods by which you can obtain links from a wide assortment of websites. Never rely on a single link building source and the Mojo Link Building plan in the coming pages will guide you through the process toward success.

Link Growth

This is often a challenging issue for those who are just getting started with SEO and making money online. It is very easy to push a bit too hard and too early and the results are always the same: loss of previous Google rankings or simply no ranking at all.

With brand new websites I recommend that you create only 2 to 4 new links every other day. There are many available systems online which can be set up to slowly drip feed links to your sites and you might consider utilizing one of them.

Building links to multiple sites can get tricky and it is most definitely time consuming. The third party link building services are powerful and can make your life a whole lot simpler.

Link Building Rule to Remember:

To ensure that your new sites remain in good graces with Google, create no more than 4 new links every other day.

My goal when creating Halloween Super Affiliate was to provide members with an intensive coaching program that would include all that they need in order to succeed in niche marketing and to cash in with Halloween related products (costumes, etc.) when October comes around every year.

So, your membership comes with access to a number of paid products as well as 90-day trial periods on several services which will help you realize profits quickly. I have listed the products and services which I use for my own business and, therefore, I recommend them for yours.

I suggest that you start out with the free methods before spending money on the others.

Over Time You Can Increase the Rate of Link Growth

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Over time you can increase the rate in which new links are created to your various sites. Figure on increasing link building by 50% to 100% every three months. This process will increase the rankings of each of your sites but that may not necessarily be consistent across the board.

Always remember that it's all about gaining and retaining Google's trust. It's hard to tell how fast you can build links safely to any given site but if you let it age naturally by starting out slowly, you will eventually be able to resort to more aggressive link building methods.

Stay in the Now!

There is no need to think through your link building plan of attack for future years. Focus on the here and now by asking yourself the following:

- *"What can I do today to move me closer to achieving my online goals?"*
- *"What can I do today to increase the ranking of my various sites?"*

You should have goals for the future and you ought to also have long range plans of attack. But going into too much detail about actions and/or activities in the coming months or years is bound to slow you down in the present and it can certainly play against you.

Thus, focus on right now and today and do so every day!

Video 3: Slow Steady Link Building (New Sites) – Google Trust

Quality of Links Over Quantity of Links (Google Especially)

Far too many would-be SEO marketers value link quantity over quality links. Common sense should tell you that this is the wrong approach. Anyone can spend a few hours creating low quality link from social bookmarking sites and other web 2.0 sites online. However, how many marketers can get links from on-topic websites which are already trusted by Google and are run by reputable individuals?

The answer is, "very few" and these are exactly the types of links that Google loves and which drive solid rankings. Please do not misunderstand me; all links are good. Still, obtaining high quality links is what anchors high Google rankings.

Quite fittingly, I like to call these types of links "anchors." In order to break into the top ten of Google for extremely competitive terms in an aggressive niche, you might need to create several anchor type links.

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Having said all that, I must also assure you that as long as you closely follow the target keyword phrase criteria listed in the previous pages, you should have no trouble getting into Google's top ten even without anchor links. I simply wanted to tell you about them because they may be helpful for sites which based on more competitive search phrases.

Bottom-line:

In the process of building links you will come across sites that are highly trusted by Google and from where you can get a high quality link which will help you out rank your competitors. Sometimes these links will be easy to obtain, other times they will require more effort. How hard you work to obtain these types of links will depend on your rankings over time. Just understand that obtaining a handful of these types of links can and will make the difference in highly competitive niche markets.

Mojo Link Building Step by Step Action Plan

Over the coming pages I have outlined a simple action plan for building links in a variety of methods and from different types of sites. Following this plan will help improve the overall trust factor of your sites. As you already know, Google's trust is critical for rankings, traffic and thus income earned.

The more of these sites you use along with the various methods, the better but never forget to refrain from over doing it. And because you are leveraging the very powerful on-page SEO system of Phase One, your sites may end up in the top ten of Google even with minimal links.

The goal is NOT TO spend oodles of time building links but rather to publish as much content as possible (across one or multiple domain names), to have it ranking well in Google and to drive traffic. Depending on your preferred Phase One strategy (few sites ranking high or more sites ranking fair), you may not be required to build as many links as someone else.

As mentioned, once I got a site into the top twenty last year, I was content. Once sites made it into the top ten, I had reached my goals and walked away to then focus on other sites and publishing more content.

Aidan, however, was more concerned with each site achieving the highest overall ranking and thus needed to put a bit more effort into building links to each site. Both strategies are very sound and neither is better than the other.

Your Sites & Link Building Master Excel Worksheet

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To help you stay organized during the summer months as you create and launch your sites and then as you build their links, I designed a special excel worksheet which I suggest you use. Please find it in the member blog, under the main download page. Be sure to also watch the accompanying video for details of usage.

The Link Building Plan of Attack

The link building plan of attack actually contains a number of link building resources. Some of these are brand new while I have been using others for a months. They are all most effective when used in unison.

> Before you begin any link building, your sites should have been fully optimized and it should be complete with proper title tags, meta descriptions, keywords, unique articles on the homepages as well as outbound links in the homepage content (lower half of the page) and in the WordPress links section.

Once your site is ready for search engines as well as human visitors, you can begin to build links by using the various sites and methods outlined below:

Video 4: Link Building Plan of Attack Overview

1) Is My Site Indexed

Link: http://ismysiteindexed.com/

Simply add your site address in the box pictured below and click “submit.” that is all it takes to complete step one.

Video 5: IsMySiteIndexed.com

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IsMySiteIndexed?
BETA
Home Page
Is Your Site Indexed?
Privacy Policy
Is Your Site Indexed?
Check if your site is indexed in Google. Enter your domain
http://
Check
It's not always easy to tell if your site is indexed by the search engines, especially Google, so here is the easier way to check. Simply type your domain name into the box and click the button.
Claim Your Free Article Marketing Report
Write High Converting Articles In 8 minutes.
ARTICLE DOMINANCE

2) Blogging Underground / Article Underground

After you have submitted your site to IsMySiteIndexed.com, you can then leverage Blogging Underground / Article Underground by posting two separate mini articles to separate blogs within the system.

You may want to return to the Blogging Underground / Article Underground members' area at a later date and build links using different announcement blogs. However, make sure not to overdo it during the first few days of your link building campaign.

Rest Period – Two days to a Week.

Having utilized both IsMySiteIndexed and the blogs provided by Article Underground / Blogging Underground, you should give link building a rest for at least two days. If your sites land in the top ten after all this, stop building links for several months or until after Halloween.

Video 6: Blogging Underground & Article Underground

3) Check Rankings with Firefox Rank Checker

Later, in the Business Tools section you will learn about a

FREE rank checking plug-in for Firefox called Rank Checker. To determine which sites need more links, use this tool to check their rankings. You will discover that many of the sites you launched may not need additional links built because they are already ranking well.

Check Your Sites Ranking Next

If your site is ranking in the top ten of Google leave it alone. A top ten ranking at this early stage of the game is very powerful and you do not want to jeopardize it by irritating Google. If, however, your site is found lower in the ranks, continue with the next step of the link building plan of action.

Video 7: Rank Checker Run

4) CommentLuv / KeywordLuv / Top Commenters

Blog commenting to build links is not really a new concept but it is effective and it does work. I first released this method with Commission Ritual and it proved to be great. There are several WordPress plug-ins available which reward visitors and entice them to leaving thoughtful comments on blogs which have them activated. The reward is an anchor text DoFollow link that can help to further push rankings.

You can easily find sites which utilize these plug-ins by simply searching Google for the various phrases. Your member blog provides a list of suggested phrases:

Post address here

The goal is to get between 2 and 4 comments approved on these sites because each approved comment results in one or more links pointing to your site. On the one hand, If you are commenting on other Halloween Super Affiliate sites, then chances are quite good that your comments will get approved quickly and so you should only submit two comments on two different sites.

On the other hand, if you are posting to sites which you have no connection to, comment about five times on five different sites. The reason here is simple because you are less likely to get your comments approved in a timely fashion or approved at all.

Video 8: Blog Commenting “LuvStyle”

5) Fast Link Indexer System

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I learned about this system from my partners, Alex Goad and Jared Croslow, when we released the Auto Content Cash course. This is an excellent method for link building quickly and easily and we had offered it as an up sell with ACC.

The process could not be any more straightforward. You simply submit your sites to various "web stats" websites by copying links from your sites and the link building spreadsheet and pasting them into the browser. This results in the automatic creation of new pages on the various websites and these pages contain links to your sites.

Your link building spreadsheet, by the way, includes a sheet called "Fast Link Indexer" which contains a listing of about 12 to 15 websites. Only submit to three or four of them in this Step 5.

Rest Period #2 – Two days to a Week.

Once again, give link building a rest for several days to a week before resuming. Once the rest period has ended, run the Rank Checker to determine the ranking of your sites. Focus your efforts on sites that are still not in the top ten while leaving those that are alone.

Video 9: Fast Link Indexer System

6) Leverage the Homepage Linking Mojo

At this point, your site should have been live and indexed by Google for a period of at least two to three weeks. To push up your rankings to the top ten, in this Step 6 and the next Step 7 you will give Google all that you've got. That means that you will add content (Homepage Linking Mojo) as well as more posts.

Then in Step 7 you will create a couple more links; one link to the homepage (with the new content) and another link to the new post. This is tremendously powerful because content and linking is addressed simultaneously.

7) Blogging Underground / Article Underground Part Two

In the previous Step 6 you created additional content about which Google would love to know. In this Step 7 you will leverage the power of Blogging Underground / Article Underground by quickly creating new links which point to your homepage and the newly created post.

When submitting your mini articles, be sure to select new sites from the Blogging Underground / Article Underground submitter page. Submit two new unique mini

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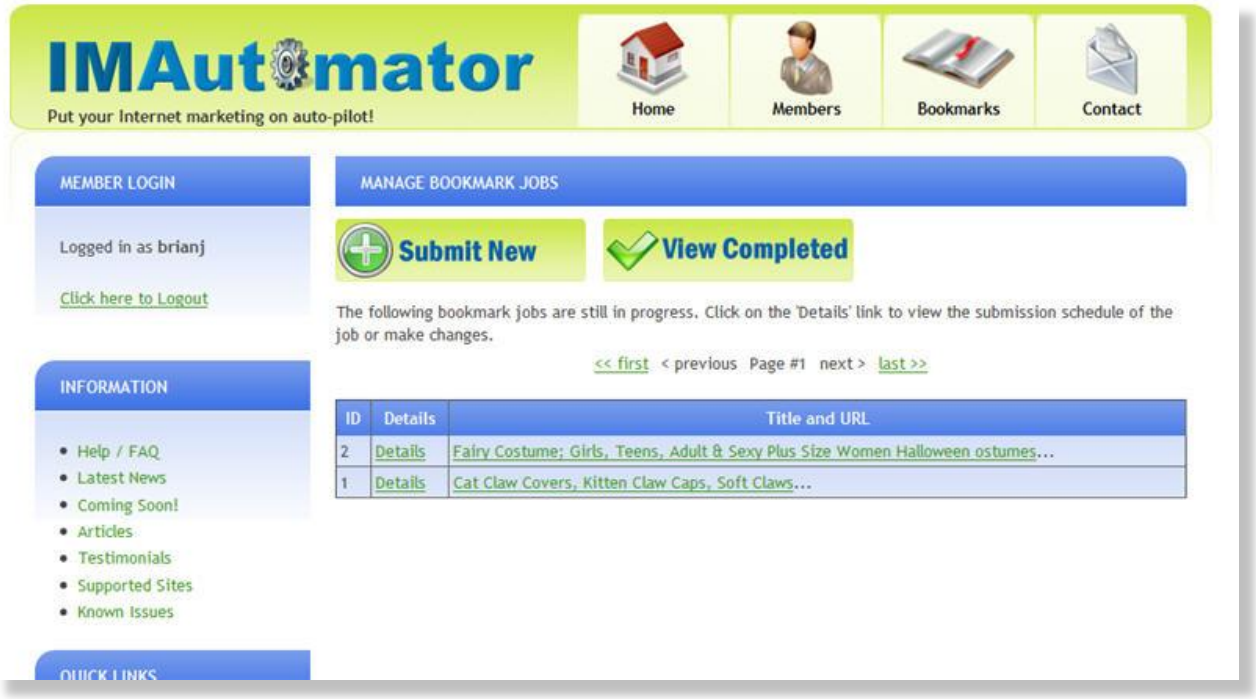
articles to two different sites with each article linking to the homepage of your site as well as the new post.

8) IMAutomator.com Automated Social Link Building



IMAutomator.com is a new service that is (at the time of this writing in late April) currently being beta tested and is still being offered at no charge. By the time Halloween Super Affiliate coaching begins in early July it may no longer be free. Regardless, I have been testing it out and found that it works great.

The system will automatically submit your sites to about twenty or so social bookmarking sites. There is no need to add user accounts as you simply add your site and it's done. It offers the option to link gradually over time and I really like this feature because it prevents the creation of too many links to quickly.

Video 10: IMAutomator.com

9) OnlyWire Submission

OnlyWire is similar to IMAutomator.com but still slightly different. It also helps with social bookmarking and greatly speeds up the process, but you need to take the time to set up your own accounts with each membership or social site.

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OnlyWire also creates bookmarks at the same time. However, since your site now has links from a variety of sources and Google certainly will not find all of them at the same time, this service can be used to create another layer of links.

OnlyWire offers a free version or a paid one which is very cheap (a couple bucks a month) and works beautifully.

Video 11: OnlyWire Bookmarking Service

Rest Period #3 – Two days to a Week.

Still another break from link building is required for a period of several days to a week before resuming the process once more.

10) Tube Mogul Submission

TubeMogul is a powerful free service that will help you with your online videos. Thus, if you were to create one video, TubeMogul can make the process of getting it to dozens of high level video sites quite easy

What is important here is the fact that your distributed video will create links pointing back to your site and your domain name will be well publicized. Simply getting your domain listed on dozens (if not hundreds) of sites will, over time, have a very positive effect on your rankings.

In step 10 we will submit a video via TubeMogul, but how you create it is totally up to you. You can use services such as Animoto or you could use a flip camcorder to film yourself. The process of the video creation does not matter but getting it syndicated across various sites does.

Video 12: TubeMogul Submission

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Mojo Monetization

The beauty of this course is in its simplicity. None of its aspects are complex and that is especially true is when it comes to making money with your sites. We will use a single affiliate link for all of our sites and that will help us link to the exact type of costumes our visitors are after (remember my golden rule) while easily tracking earnings from each individual site.

This will be further explained as we move forward. For now, just understand that you will not need to constantly login to CJ.com to get affiliate links for each and every link you place on every site.

Super Affiliates streamline their work to ensure they get more done in less time which, of course, results in more earnings.

We will use AdSense to add to our overall earnings while also creating an additional revenue stream. You might wonder if adding AdSense will result in optimal earnings for each site and it is, indeed, a good question. However, it is hard to foretell which structure would earn the most money.

Example:

- Affiliate Links Only
- AdSense Only
- Affiliate Link & AdSense

For my sites, I like to incorporate both affiliate links and AdSense. You might encounter situations where the exact costume you are targeting is not found at BuyCostumes.com or other online vendors. In that case you will simply adjust your AdSense placement in a way that will attract visitors to click.

Remembering the Golden Rule

When creating your pages, affiliate links and AdSense placements, always keep in mind my Golden Rule:

Find what people want or need and give it to them.
Focus only on products and services that sell well online. Keep your sites simple, clean and concise with affiliate text links.

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And please refrain from adding banners and extra sales images because Super Affiliates always leverage text (affiliate) links for maximum earnings.

Video 1: Monetization Overview

Structure of an Optimized Page / Post

Each of your pages should follow this outline. The goal should be to get your site visitors to the BuyCostumes.com search pages which are based on similar terms that they used when searching Google to find your site.

If your visitor searched Google for:

- *Child's fairy costume*

Then your affiliate links should send them to a BuyCostumes.com page that features children's fairy costumes — Makes sense, right?

The top half of your site pages, posts and homepage should feature text affiliate links while the last two paragraphs should include a handful of outbound links which are not cloaked. These will help establish trust with Google to improve rankings and drive more traffic. There is no need to worry about losing visitors to these types of links because the vast majority of your visitors will never reach that section of your site. However, there is a great chance that they will end up clicking your cloaked affiliate links.

BuyCostumes.com Simple Deep Link Method

http://www.jdoqocy.com/click-**3934249**-10425830?url=http://www.buycostumes.com%2Fbrowse%2F_%2FN-%2FNtt-**halloween**%2B**costume**%2Fresults1.aspx

The affiliate link above is a powerful, flexible and simple way to create deep links to BuyCostumes.com and it will track each and every site you launch. This makes creating multiple affiliate links a snap because, as I've mentioned earlier, you will not need to endlessly log into CJ.com.

How It Works

You will notice that I color coded two sections of the above link. T, the first color coded section is **orange**. This number is called the CJ.com affiliate PID which tracks sales for each site you create. This will help you distinguish income generated by your various sites and it will help you determine which are doing better or worse.

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In other words, the **Orange** PID number tracks sales of individual sites.

The **green** color coded section actually returns a "search page" on BuyCostumes.com for the given keywords which are listed in **green**.

In this example, clicking the above link would send the user to a page on BuyCostumes.com for the search phrase "**Halloween costume**."

Video 2: Optimized Page / Post & BuyCostumes.com Simple Deep Link

Powerful Yet Simple Affiliate Linking!

What makes this system so darn good is that you can move rather quickly. You create affiliate links by which to send visitors to BuyCostume.com in order to acquire the exact items they are looking for. You can then repeat the process over and over again for any costume site by simply tweaking the PID and the keywords.

Commission Junction & Adding Sites (CJ.com)

Since the BuyCostumes.com affiliate link is based on the PID number that is associated with each of your specific websites, you will need to add each of them to CJ.com before creating the affiliate link.

Once you become a registered affiliate with CJ.com, you will have access to hundreds of affiliate programs. But you should know that affiliate programs other than BuyCostumes.com will most likely require a different process as they might not offer the types of links we are creating here.

Adding a Site to Your CJ.com Account

Once you log into CJ.com, simply access the Account tab in the left hand corner.

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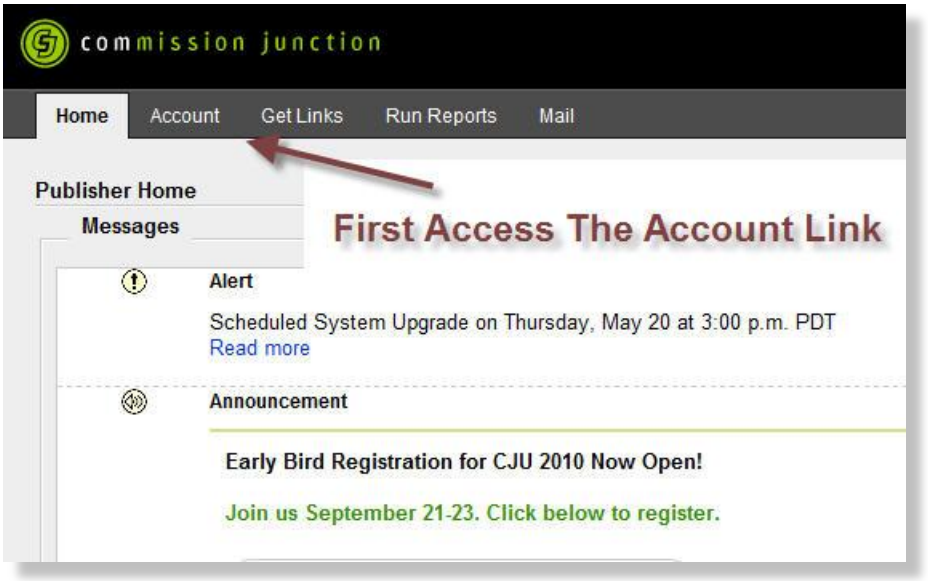

You are now on the Web Site Settings page and it should look like the image below.

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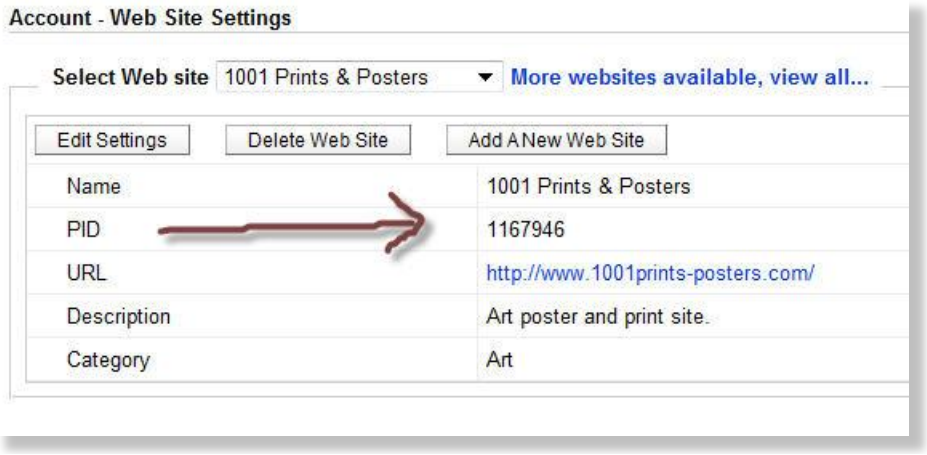

Notice the PID number for my (old and defunct) website 1001 Posters & Prints.

To add a website (and thus generate your PID), simply select the button pictured above "Add A New Website..

Video 3: Add a Site to CJ.com & Get Your PID

Working with AdSense

The way you incorporate AdSense into your sites will depend of each particular site and the availability of the specific costume at BuyCostumes.com or some other affiliate.

95% of the sites I launch focus on the affiliate program. My goal is to drive as many people to BuyCostumes.com with my affiliate links as possible. Thus, 95% of the time I simply include Adsense in the left sidebar of my site and nowhere else. And you should know that I only place one ad unit which is always a 160x600 skyscraper.

However, if you launch a site based on a costume or product for which you cannot find an affiliate program, you may want to focus your earnings around AdSense. A great example of this would be a "pumpkin" site I launched about three years ago and last year it earned a fair amount of cash and drove thousands of visitors. So, if you find yourself facing a similar situation because you've launched a site around Halloween news, Halloween blogs or other informational topics, AdSense can be a solid earner for you. I would recommend that you leverage the Who Sees Ads plug-in and place ad blocks between the first and second paragraphs of the text in each post / page.

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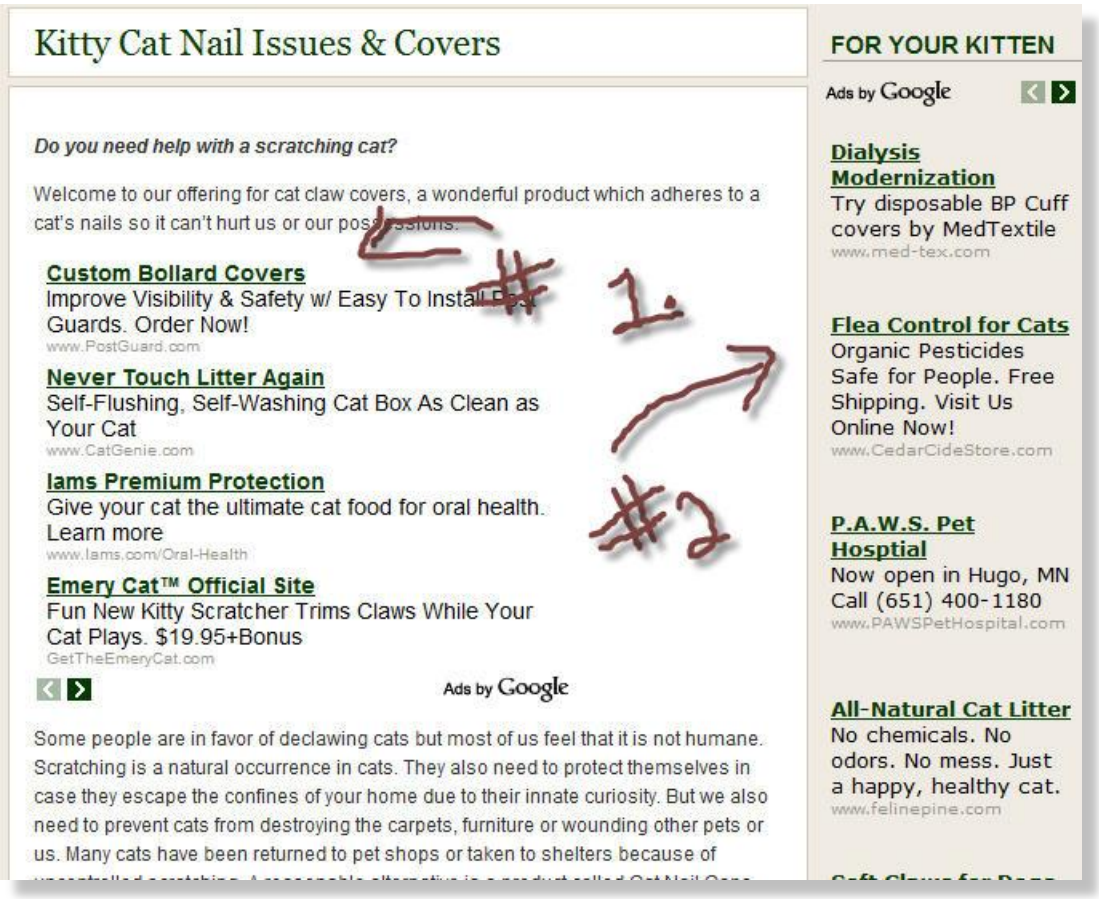
Kitty Cat Nail Issues & Covers
Do you need help with a scratching cat?
Welcome to our offering for cat claw covers, a wonderful product which adheres to a cat's nails so it can't hurt us or our possessions.
Custom Bollard Covers
Improve Visibility & Safety w/ Easy To Install Post Guards. Order Now!
www.PostGuard.com
Never Touch Litter Again
Self-Flushing, Self-Washing Cat Box As Clean as Your Cat
www.CatGenie.com
Iams Premium Protection
Give your cat the ultimate cat food for oral health. Learn more
www.Iams.com/Oral-Health
Emery Cat™ Official Site
Fun New Kitty Scratcher Trims Claws While Your Cat Plays. $19.95+Bonus
GetTheEmeryCat.com
Ads by Google
Some people are in favor of declawing cats but most of us feel that it is not humane. Scratching is a natural occurrence in cats. They also need to protect themselves in case they escape the confines of your home due to their innate curiosity. But we also need to prevent cats from destroying the carpets, furniture or wounding other pets or us. Many cats have been returned to pet shops or taken to shelters because of
#1
#2
FOR YOUR KITTEN
Ads by Google
Dialysis Modernization
Try disposable BP Cuff covers by MedTextile
www.med-tex.com
Flea Control for Cats
Organic Pesticides Safe for People. Free Shipping. Visit Us Online Now!
www.CedarCideStore.com
P.A.W.S. Pet Hosptial
Now open in Hugo, MN Call (651) 400-1180
www.PAWSPetHospital.com
All-Natural Cat Litter
No chemicals. No odors. No mess. Just a happy, healthy cat.
www.felinepine.com

In the image above you can see the placement:

1. Between the actual site content.
2. 160x600 skyscraper in the left sidebar

I have found that this type of placement generally works well with most sites. However, to generate solid earnings with AdSense requires more than just "seamlessly blending" ads into the site layout.

Although strategic placement and good blending tactics can greatly improve over all click through ratios and thus lead to higher earnings a much more important factor must be considered — is the niche market itself.

Do these people click on AdSense or don't they?

The make money / Internet marketing niche, for example, tends to have a very low click through rate. So, to make money with AdSense in this niche would require much more traffic.

Why is that?

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Because these people understand AdSense. No matter how well you blend the ads or how smoothly you incorporate them into a particular site, people in the make money / Internet marketing niche recognize AdSense ads.

The good news is that the Halloween market is very AdSense friendly and yoursite visitors will click through.

Video 4: Thoughts on AdSense

Business Tools

I have mentioned several times that a niche marketing business can be started on a shoestring budget. This is 100% true and thus you need to think long and hard about what you are spend your money on. As far as tactics and strategies are concerned, everything you need to succeed is within this course. I don't mean to infer that you should never buy another course or informational product, but Halloween Super Affiliate should keep you busy for some time to come.

There are several expenses which are essential and/or near essential and they are:

1) Webhosting
2) Domain names
3) Keyword research tool *
4) Link building service / membership *

**I recommend that you first acquire a solid research tool or service as well as some type of link building membership. I spend hundreds of dollars monthly on services that help with my link building activities.*

Link Building / Free & Paid

Your link building activities should be based on leveraging a variety of methods / sites and or services. So, you may spend $47 per month on a link building service and then you may also use two or three free methods. It is important to realize that having a link building membership does not preclude the use of other methods. Always keep in mind that the strongest sites have scores of links from many of different types of sites.

Webhosting Options

Today, we have many webhosting options to choose from and what you need will depend on the following:

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- How many sites you plan to launch.
- What type of sites you plan to build.
- What level you are at in your Internet marketing business.

Let's take a look at each one of these issues a bit more closely.

What type of sites you plan to build.

If you are just getting started and know that you will not have any more than say 50 sites up and running within the next six months, then you may want to look into shared hosting. I have several shared hosting accounts myself and because the sites I launch are fairly simple with only a few plug-ins and unique content, they run just fine.

However, if you push your WordPress based sites with dozens of plug-ins which automate content or other tasks, the strain on a server is often too much for a shared hosting account. This is covered in more depth below.

How many sites you plan to launch.

If you do not foresee launching more than 50 new sites in the coming months, then shared hosting may be an option for you. However, if you already have some experience with previously launched sites and you are now planning to launch additional ones, I suggest you look into one of the options presented below:

- Semi Dedicated Server
- Reseller Hosting

What level you are at in your Internet marketing business.

If you are a beginner, following this process within this Halloween Super Affiliate and course and your sites will be simple yet effective enough to make your money. In that case and shared hosting will be perfectly fine for you.

If you are past the beginning stage and have already made some money online, you might consider options other than shared hosting:

- Semi Dedicated Server
- Reseller Hosting

The Bonus Offer — Backlink Flood Course

In the spring of 2010 I got my hands on a powerful link building course called Backlink Flood and it's available as PLR. It is a quality product which may facilitate your Backlink building efforts this summer and moving forward.

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Purchasing webhosting from any of the offers below will allow you to access Backlink Flood for free, at no additional charge:

1. Purchasing webhosting through any of the companies listed below.
2. Forwarding a copy of your receipt to:

   supporthalloweensuperaffiliate@gmail.com

3. My fabulous assistant Hanna will send you your copy within 48 hours but usually within 24.

Recommended Hosting Companies: Shared, Resellers & More

Affiliate offers

Xx

xx

Domain Names: DomainCheapsters.com

About six months ago I created my own domain reseller account which enables me to enjoy lower domain prices for my own business which totals about 1,000 domain names. DomainCheapsters.com offers rock bottom prices on top level domain extensions:

- .com
- .net
- .org

There is never a need to worry about coupons, sales or special discounts because the prices at DomainCheapsters.com are already set as low as possible. The price per domain is the same whether you purchase one or one hundred.

$7.49 .com Domains
$6.49 .net Domains
$7.99 .org Domains

Please Note: Domain prices are expected to increase slightly this coming summer. What you see listed above is true as of May 26, 2010. Rest assured that although there will be a hick this summer, I will keep the prices as low as my parent company allows me.

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Free Business Tools

I often tell people who are just starting out in Internet Marketing that it is not necessary to buy all the tools, software packages and fancy plug-ins they hear about. Even while conducting promotional webinars, I make sure that my listeners understand that the tools are great but only if and when they can be afforded. Whenever possible, I provide alternative methods with which they can attain the same results for free.

Firefox – The Marketers Browser of Choice

Many of the tools we will use focus on some of the free add-ons which are available for the Firefox Browser. Now, some of you might rightfully ask, "But what about Explorer?" Well, a few of these add-ons are also available for Windows Explorer, but the truth is that Firefox is known for being an easier and more stable platform for developers and thus many more add-ons have been developed here.

If you are a diehard Explorer user, please consider the fact that since Firefox is free and since the two browsers, Firefox and Explorer, won't interfere with one another; you can have them both on your computer. Furthermore, you could switch between the two whenever the need arises and you can even have both of them open at the same time.

Within this course, we have listed handy add-ons (a.k.a. plug-ins) to Firefox which help check ranking, perform research, and so on. Each listing includes a brief statement describing the add-on and its purpose.

Video 1: Firefox the Browser for Marketers

Aaron Wall's Rank Checker

This Firefox extension allows you to check your page ranking in Google, Yahoo and Ping and it can be set to let Google return both national and international results. Although this Rank Checker only queries the first 200 sites, it offers many customizable features, all of which are fully explained in a video as well as in textual documentation. All of this can be found on your membership download page. Similar tools can be found online selling for as much as $100 or so. However, this tool is all you really need for checking your stats. We will be using this free during the course to modify and tweak our posts and pages for additional free online traffic.

This add-on includes a feature that enables delays between queries and pre-scheduling them to safeguard your IP address from being banned for running too many queries too quickly. From the tools menu settings, you can also choose which search engines to query and select various international-based Google searches.

A particularly great feature available with this add-on is the ability to create and save keyword lists associated with your domains. The combined results of the queries

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display a history of your rankings which can then be exported to other applications on your hard drive.

Downloaded here: http://tools.seobook.com/firefox/rank-checker/

Video 2: Rank Checker

Rank Reporter

After learning about the great Rank Checker, I then found another plug-in that works alongside it and it's called the Rank Reporter. This great add-on which will take the exported data from Aaron Wall's Rank Checker and graph it for a visual glimpse at your site's ranking history.

You can view the data one keyword at a time with the results for each search engine in the same graph.

Rank Reporter can be downloaded here: http://www.tccommerce.com/tools/site-rank-reporter/

Video 3: Rank Reporter

Sites / Personal Data Spreadsheet

The sites spreadsheet (as well as the personal data spreadsheet) will be used to keep track of your various sites, site promotional elements and link building efforts. You can access both spreadsheets (Excel format) from the main download page of your member blog.

Be sure to watch the tutorial video on how to use these spreadsheets to manage your online business moving forward.

Video 4: Sites Spreadsheet / Personal Data Spreadsheet

Becoming a Super Affiliate

Congratulations for making it to the end of Halloween Super Affiliate. As you read this right now, your online marketing efforts are just getting started and/or you are trying to take your business to the next level.

Nothing gives me more personal satisfaction then to watch people reach online success. And this satisfaction compounds when their success is achieved via my course materials. At this moment, as you begin to implement my methods, know that they really work and that they have been proven to be powerfully effective time and time again.

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These methods, tactics and strategies have allowed me to make hundreds of thousands of dollars online. But more importantly, they have allowed me to reach my goals of personal freedom and they can do the same for you.

I want to also remind you that these methods and blueprints have allowed dozens of people to make a killing online. I am talking about guys like:

- Aidan Booth who crushed it last Halloween and then cashed in big time during Christmas. Imagine, a few short months after purchasing my course, Aidan had generated a five-figure income.

- Another member, David Issokson, who had struggled for several years, began taking massive action based on my materials and is now on his way to earning great monthly AdSense income and has become a site flipping genius.

- Larry Bush has been yet one more early adaptor who is seeing his income rise over time because he has acquired the skill to drive traffic. But more than that, Larry really enjoys helping others as much as I do.

- Sarah Foster from Nottinghamshire, United Kingdom has been able to easily place in the top of Google rankings for months now, and as a result is busy building a thriving business.

- Frankie Allen was another Halloween success story last year – he took home over $2K

Now it's your turn to make your first buck online or to leverage a moneymaking system that truly works. However, you must put forth the effort … you must take action and you must stay focused. Remember to prioritize, spend your time and energy on those items which will help you reach your goals. If you are after money then no need to worry about:

- Custom themes
- Custom headers
- The latest shiny objects
- Or that sure-fire system that looks soooo good

Instead, do the work daily — get the domains, launch the sites and build the links. This niche is your golden opportunity as hours worked turn into dollars and, when done right, it can be tens of thousands of dollars at that!

If this is your first reading through this manual, you now have a general idea for what you will be doing over the coming weeks and months. You should have many questions crowding your mind and your job is now to go through the materials with a fine tooth comb. Reread the manual and watch the videos, twice if needed. The sum total of all of that will give you more detailed information which you need for getting started. Make this work and work well it will!

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Video 1: Becoming a Super Affiliate – It Works … If You Work It

Webinars – Schedules, Playback, Ect …

Halloween Super Affiliate is a coaching program and **I do not take that lightly.** I will be present at each and every webinar to guide you through the program. So be prepared for us to spend a tremendous amount of time together. Here are several items that are important:

1) **Get a Microphone**
   We will be using GoToMeeting. Some of you will have already used GoToMeeting at some point but if you haven't, then you are in for a real treat. Having a microphone will allow you to ask me a question in real time, so it behooves you to get one.

2) **Webinar Playback**
   Each and every webinar will be recorded and available for viewing within 24 hours or so of the live presentation. If you are unable to attend the live session, you will still be able to access a recording of it.

3) **Webinar Transcriptions**
   Not only will you be able to view a recording of the webinar but you will also be able to access professionally transcribed PDF copies of each webinar.

4) **Webinar Format: Teaching & Tactics Followed by Q&A Session**
   The webinars will walk you through the process of dominating this Halloween season as a Super Affiliate. Depending on your personal experience and level of expertise, you may want to attend all of the webinars or just some of them.

   For a list of upcoming webinars simply log into the member blog and access the webinar page. For the most part, webinars will be held twice weekly. To jumpstart your Halloween campaign as early as possible, however, I may provide additional webinars in July.

Video 2: Webinars

The Forum …

I hope you make good use of the private members forum over the summer. Foorums can be quite helpful in a number of ways but before you jump in, I have one simple request:

- Please use your REAL name when signing up. This is a professional business environment and I would like to get to know you and not have to call you by anything as silly as "soccermom42."

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Video 3: The Forum

Your Mindset During the Halloween Super Affiliate Program

I am guessing you joined Halloween Super Affiliate to make more money and that will mean learning my methods. Every day is a learning experience for me and it is unavoidable if you want to make the big money because there will ALWAYS be something new to learn. Just weeks ago I purchased a new PC and got hooked up with Windows 7 and the newest versions of:

- Camtasia
- Pinnacle Studio (video editing software)

So I am currently in the process of learning the new operating system of my new PC and relearning Camtasia and Pinnacle Studio. I am also studying Power Point for video creation, split testing, advanced list segmentation for Aweber and lots more.

It makes my brain hurt but I expect bumps in the road from time to time and I also anticipate that the beginning of any process will be a bit of a struggle although it will get better with practice.

Friends, that is learning.

If you were to watch some of the very first videos I produced on YouTube.com you'd have to agree that they plainly sucked. I have improved my video skills since then but it required a whole lot of practice.

You Can Only Learn So Much

I would like to impart one last tip before I leave you. I have found that I can only learn so much at one time. So, I prioritize in order of importance for Internet marketing and focus first and foremost on:

1. Google and Traffic
2. WordPress
3. Affiliate Marketing
4. List Marketing
5. Video Marketing
6. Split Testing
7. Webinar Presentations
8. Sales Copy

Each and every point above took me months to learn and while I was learning one task, I focused on that task alone. After I had the basics down, I could then move on to the next item. As they say, Rome was not built in a day. Give yourself some time and allow yourself to make mistakes.

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Above all else, try to have fun and enjoy the process. I understand that money is very important. However, you can either smile and laugh while you go through this course or you can kick and scream. It's your choice.

Video 4: The Learning Mindset

See ya on the forum …. Let's make a killing this Halloween!

Best,

Brian G. Johnson

*People **DO NOT** fail at internet marketing,*
*they simply **GIVE UP** before the magic can happen.*

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